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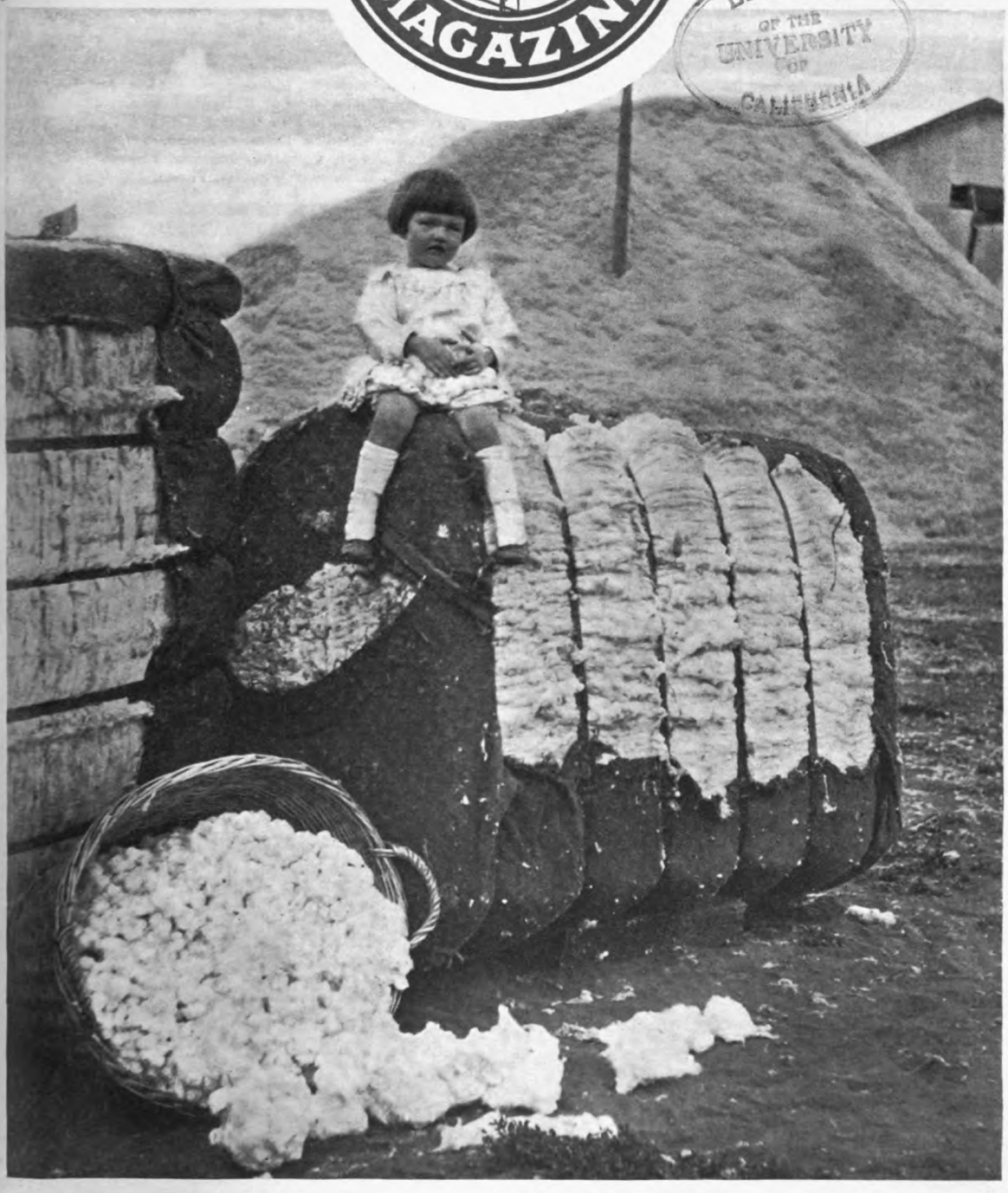

LITTLE MISS CORCORAN IS SITTING ON TOP OF A WORLD OF COTTON.

October, 1924 PUBLISHED MONTHLY BY THE SAN JOAQUIN LIGHT & POWER CORPORATION Price 10 Cents

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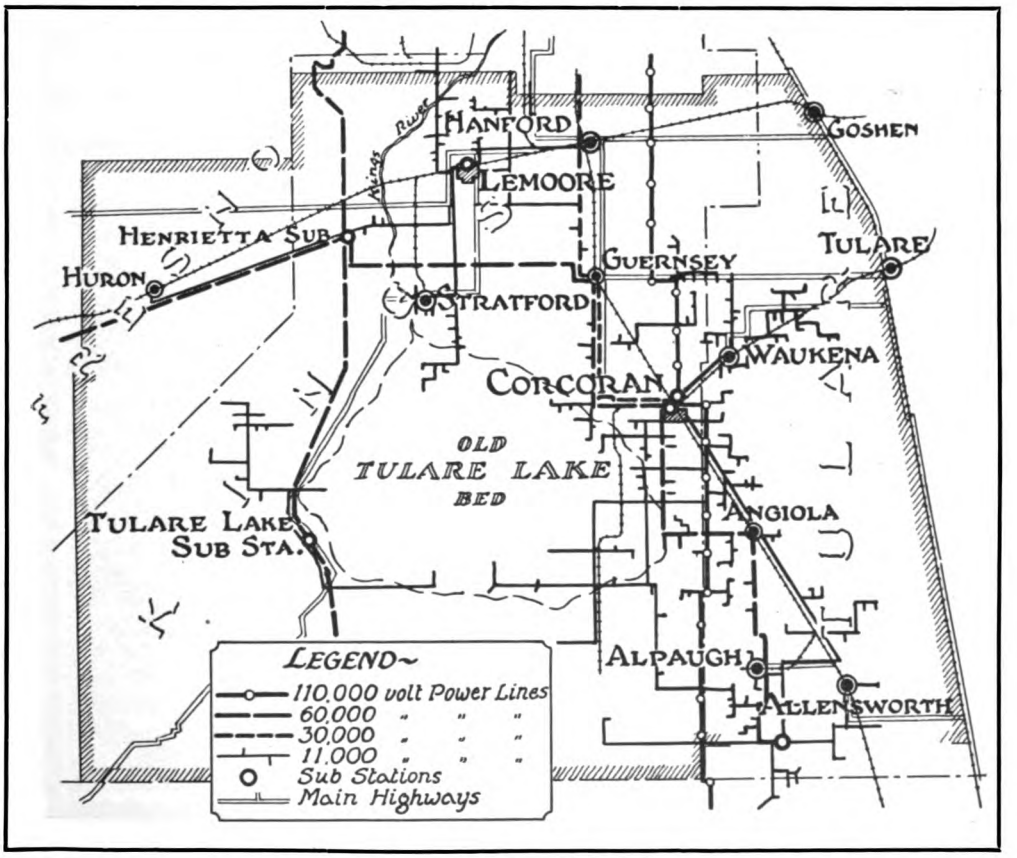
The Romance of the Vanished Lake

Thriving Towns and Prosperous Farms Stand Today Where Fishermen Once Reaped Harvest With Seines.

FULLY ninety per cent of the maps of California show Tulare Lake to be a great inland sea of fresh water, the spot on the map being as large as San Francisco Bay. Many visitors to Hanford, Lemoore, Corcoran and Stratford ask if the fishing is good, if bathing beaches are to be found, and if there are amusement resorts on the shores of the lake open to the public. It is difficult for them to believe the lake bed is bone dry. The reclamation of Tulare Lake is one of the romances of Kings County and the San Joaquin Valley. The original lake bed covered an area of eighty square miles during average years, while during wet years the water covered areas in excess of 150 square miles. Today the lake is only a memory.

It has been said that when the first



POWER LINES OF THE CORCORAN DISTRICT FORM A NETWORK AROUND TULARE LAKE BED.

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KINGS COUNTY DEVELOPMENT COMPANY ON THE WEST SIDE OF TULARE LAKE.

Above.—Reservoir on Ranch No. 1.
Below.—Sweet potatoes do well in this soil.

Above.—Excellent early Thompsons.
Below.—A mammoth watermelon patch.

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white settlers invaded Kings County the old lake was more than thirty miles across, extending to within eight miles of Hanford and nearly to Waukena. The site where the present progressive city of Corcoran stands was entirely submerged. At one time in the early days the water in Tulare Lake was at its deepest point about forty feet. Its shores were a hunting ground for tribes of Digger Indians. Descendants of these early day hunters and fishermen are living today on the government reservation near the city of Lemoore.

Turtles and mussels were abundant in the lake and the water which ran into the lake near Hanford was so crowded with mussels that the district was known throughout California as Mussel Slough, scene of the famous Mussel Slough tragedy in the late eighties growing out of trouble between the railroad and farmers over land titles. As more settlers came in, the new comers did not like the name and it was changed to Lucerne. This section was then called Lucerne until Kings County was formed in 1893. Until recent years, fishing was always good in Tulare Lake. Many years ago, before state laws limited the catches from fresh water, fishermen made money seining fish and peddling them from wagons in nearby towns.

HOG RAISING FIRST INDUSTRY

Hog raising was the first industry in the lake country. A. J. Atwell, wealthy Visalia attorney, and for several terms a member of the State Assembly from Tulare County, which then included all of Tulare Lake, started the hog raising industry on an island near the southern shore of the lake. This island, or elevated land, now is occupied by the townsite of Alpaugh. •It was called Atwell's Island. Razorback hogs were raised by the thousands, and a small stern-wheel steamer made several round trips each year, bringing from the mainland loads of provisions for the herders and taking back hogs ready for the market. In years when the lake water receded, hogs would escape to the mainland and live in the tules, where they were hunted by white settlers and Indians.

Overflow from Kings River formed Tulare Lake. During high water seasons, large quantities of silt were washed from the hills and deposited upon the floor of Kings County. As a result, a fan-shaped delta was built up. In the period between 1880 and 1890, the first serious effort at successful irrigation was attempted. The State Legislature had passed a No-Fence law, which protected fields of settlers from roaming herds of cattle. Then the period of irrigation began. Canals were constructed. This took water of Kings River onto the plains and the flow into Tulare Lake showed signs of decreasing. As the water receded, the pioneers of Kings County began to farm the rich soil along the lake shores, following the water with the plow as soon as the ground would bear the weight of teams. The soil of Tulare Lake bottom is rich with sediment washed down for centuries from the Sierras, and also from decayed tules and mussel shells. Many fortunes have been made and lost in the lake country, rising waters before the days of the dykes having wiped out large grain fields.

The last big destructive flood in the lake bed was in 1906. The year before the lake had been almost dry, but in the summer of 1906 there were thirteen feet of water in the lake center. A large quantity of harvesting machinery was caught by the rising waters, and lost.

LAKE BED RECLAIMED

As early as 1881, settlers began to take up land in the lake bed, even before the waters had receded. In 1884, Jake Harris, who is said to have been the first man who ever really "farmed" on the lake, began to till the rich soil. The state claimed the bed of the lake and its claim was conceded by the Federal government. One of the pioneers in reclamation work in the lake country is D. W. Lewis, who fathered three syndicates to control flood waters. Nearly thirty miles of strong levees have been constructed by Lewis and his companies. Some of the levees are 125 feet at the base and 20 feet high. For years, Kings River continued to dump flood waters into the lake bed, but the volume diminished gradually. If the water melted one levee, it would soon be up against another. The shore line has been pushed back to nothing, and a sea of grain swishes to and fro in the breezes where formerly tiny waves of water greeted the eye for miles and miles.

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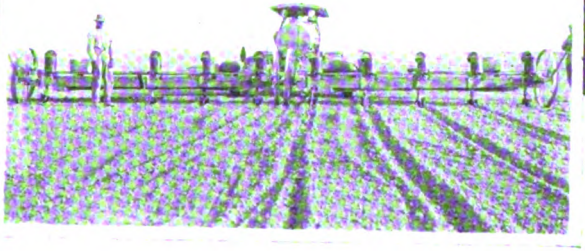
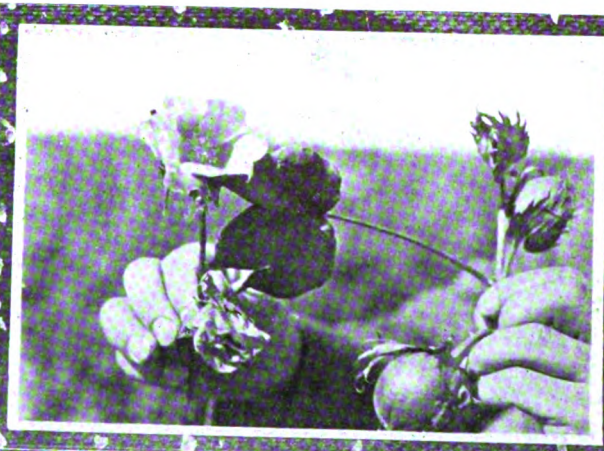
Cotton in the Corcoran District

Left.—Planting cotton ten rows at a time.
Right.—Cotton bloom in two stages and green fruit.





Left.—This cotton field averaged almost two bales to the acre.
Above.—Loading cotton in the fields to be hauled to the gin.

Cocoran, Center of Crop Diversity

Slogan of "Bread and Butter, Ham and Eggs" Has Recently Been Enlarged to Include "Clothing."

THE rapidly-growing city of Corcoran, with its population of 2,800 progressive citizens, is nearer the center of Kings County than any largely populated community. It is connected in all directions with the county highway system. It is a Santa Fe junction point and through it pass all trains of that extensive system bound across the continent and on all California runs. The East Side branch line through Visalia joins the main line at Corcoran, and a score of trains go through the city every twenty-four hours.

TOWNSITE ON MARKET IN 1908

Nineteen years ago, the junction consisted of a platform, from which was handled all the business brought in by trains entering from three directions. The village consisted of a blacksmith shop, a small store and a few scattering farm houses. In 1908, or sixteen years ago, the townsite of Corcoran was placed on the market. A million dollar beet sugar factory was erected there by Los Angeles capitalists. The rich soil adjacent to Corcoran produced heavily in sugar beets, but prices would not justify occupying the land with a product which paid no larger returns. The acreage did not grow large enough to support the factory, and it failed.

Like many other California cities, Corcoran has had its ups and downs, but notwithstanding the failure of this early adventure, Corcoran has forged ahead faster than any other community of Kings County and today is a modern, clean and neat city of finely paved streets, attractive homes, thousands of shade trees, handsome business buildings, wide thoroughfares, and the general appearance of robust health. It has doubled in population in five years. Its public schools are among the finest in the San Joaquin Valley. Its churches are a valuable asset to a progressive community. The new home of the American Legion Post is attractive and impressive.

The Corcoran Chamber of Commerce and its other civic organizations are confident the abandoned sugar refinery, constructed solidly of concrete and steel, now dismantled of its machinery, but with its massive smokestacks visible for many miles, will in the very near future be used for a condensed milk factory. This, of course, would increase the monthly payroll of the city and bring several additional hundreds of thousands of dollars to the farmers, and the district in general.

COTTON GROWING LEADING INDUSTRY

For years, the slogan of Corcoran has been "Bread and Butter, Ham and Eggs." To this, recently, has been added "Clothing," for cotton growing is today one of the leading industries. Corcoran claims to have grown successfully, in a commercial way, the first cotton in the San Joaquin Valley. This year, approximately 10,000 acres of cotton will produce nearly 10,000 bales, averaging better than 500 pounds to the bale.

In the cream shipping business, Corcoran stands unique in the San Joaquin Valley. A special carload by express leaves Corcoran daily for Los Angeles, where a wonderful business in sweet cream has been built up with the hotels and other eating places. Upwards of 1,500 gallons of sweet cream, rich and flavory, are shipped every day in a refrigerator car on a train making fast time to the southern metropolis, where dealers in high grade products want the best in the state for their exacting customers.

But Corcoran does not live by cream alone. It is adjacent to the great Tulare Lake grain belt, and its warehouses are filled to the rafters annually with the burden of ripened wheat and barley harvested from 200,000 acres of rich lake bed soil. A portion of the old sugar refinery was used this year for the storage of grain in sacks.

Thus it will be seen that dairies, grain, hogs, chickens, cotton and diversified farming have brought fame and fortune to Corcoran in the past ten years. An attempt in a small way was made this year to grow lettuce for the market. The acreage planted was not very large but the returns were entirely satisfactory, and it

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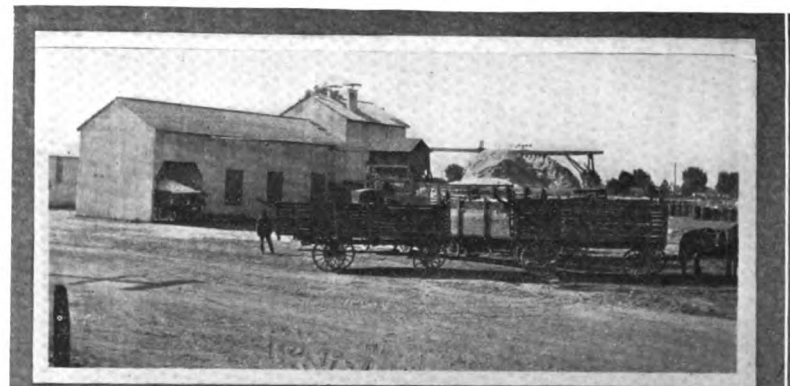

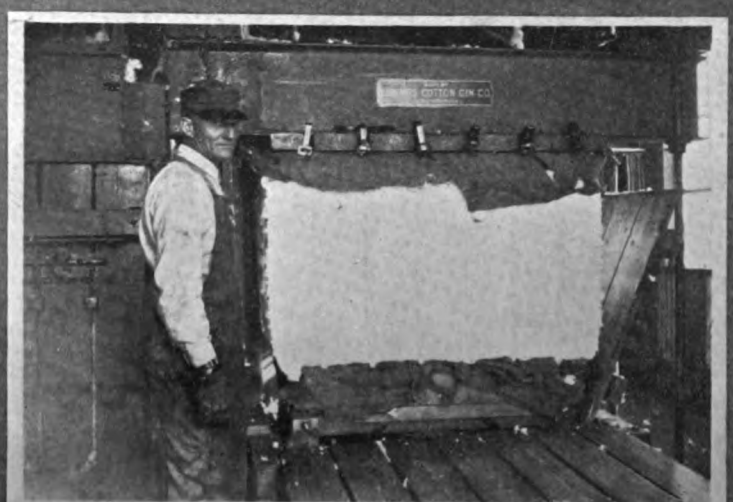

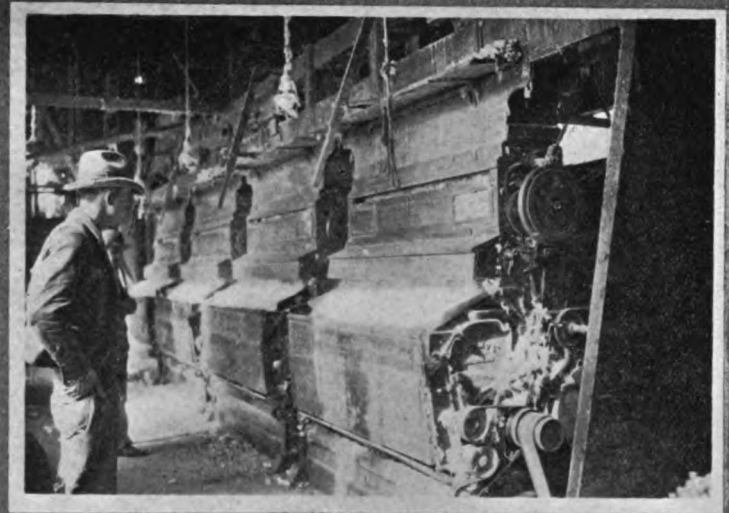

SEPARATING THE COTTON FROM ITS SEEDS.

Above.—This Boswell gin has a capacity of 50 bales per day, operating 24 hours.
Below.—A bale of ginned cotton in the press ready for the steel straps.
Above (right).—A four-stand gin in operation.
Below (right).—The cotton yard filled with bales ready for shipment.

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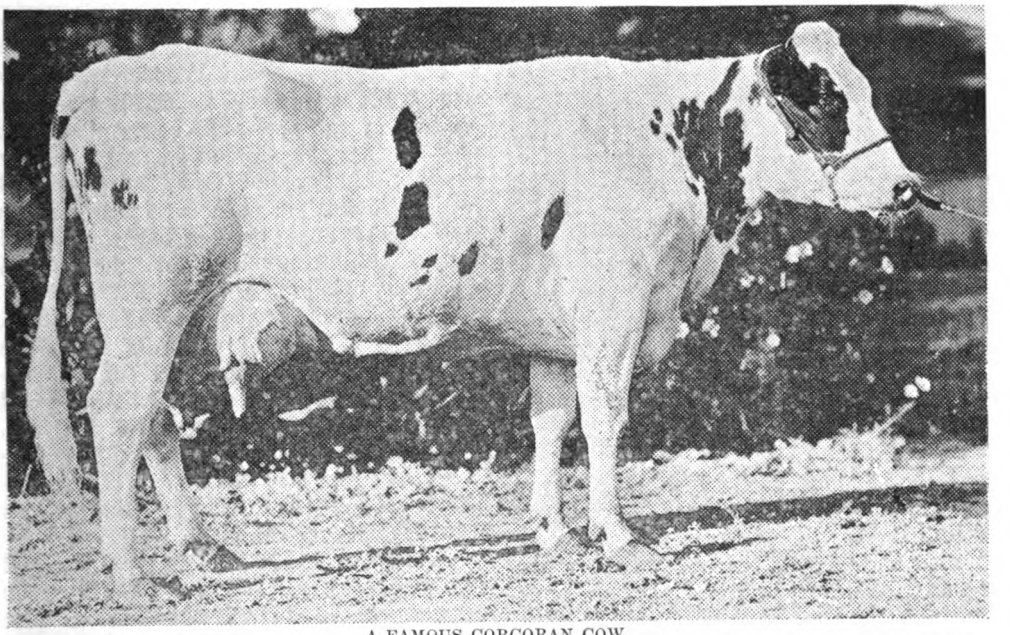
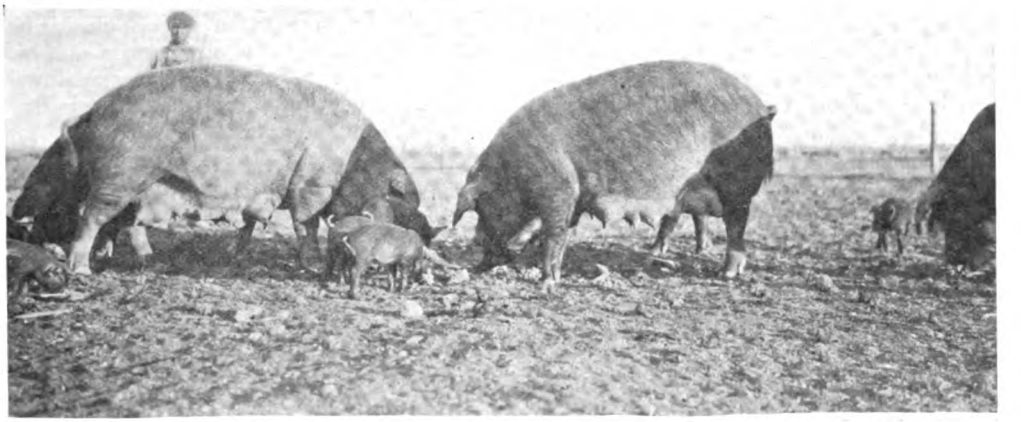


A FAMOUS CORCORAN COW

Helm Veeman Woodcrest second highest producing cow in the world regardless of age or breed, with a record of 36,217 pounds of milk and 1,250½ pounds of butter. She is the world's senior four-year old for milk and is owned by the Helm Farms at Corcoran.



HOGS ON FOREST RIELY RANCH, CORCORAN.

Thoroughbred Duroc-Jersey hogs, full size and miniature pork chops in the rough.

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WINTER LETTUCE AT CORCORAN
The growing of crisp white lettuce for select trade is one of the newer industries of Corcoran.

is believed that next year will bring several hundred acres of lettuce into the early markets.

Two cotton gins were operated in the city of Corcoran this year. The value of the crop to the district is estimated at $1,200,000. More than 1,000 cotton pickers were required to handle the crop, and for several weeks both gins were kept running night and day to turn out the bales for shipment to San Pedro and from there to boat to Europe. About sixty men were employed in the two gins. The cotton seed, of high quality, was sold for stock feed and for planting. Already plans have been made for doubling the acreage next year. At least, 16,000 acres are signed up and this figure may be exceeded before spring. Only the Acala variety was grown this year, and it is hoped to retain this one variety next year. The two gins of the Boswell brothers are said to be on a par with any in the State.

Seventeen years ago, or in 1907, Corcoran claims to have planted the first cotton in California. J. H. Whitley, founder of the city, and J. W. Guiberson, president of the Cotton Growers' Association of the Corcoran district, experimented with seed brought from Egypt. Today the cotton crop of Corcoran is worth a million and a quarter dollars. And next year it will be doubled.

DAIRYING IMPORTANT INDUSTRY

Corcoran is proud of its dairy ranches with great fields of alfalfa. This industry with its sidelines last year produced an income of about $5,000,000. Probably the leader of the highest class dairy herds is the pure-bred Holstein herd of the Frank Helm Farm. Included in this herd is Helm Veeman Woodcrest, a cow that holds the world's record for milk production for senior four-year-olds. At the time of the recent annual Harvest Festival in Corcoran, she had produced 34,667 pounds of milk in eleven months and twenty days, making her the second highest producing cow in the world regardless of age.

The hog-raising industry of Corcoran this year is expected to bring home the bacon with an estimated total of $1,000,000. The Forrest Riley Ranch is a good example of success with hogs and dairying. On 320 acres there are about 100 pure bred cows and 500 pure bred Duroc-Jersey hogs. There are also hundreds of beef cattle being fattened.

Corcoran advises against putting all eggs in one basket, or all land into one crop. And the district is practicing what it preaches. It claims diversified farming is the safest and surest method. For instance, last year grain prices were low, but butterfat and cotton were high. The latter two helped the grain men. This year hog prices are up and butterfat down a little. And thus it goes with diversified farming—one crop helps the other.

A message to those who are helping make this business a success.

LET all our business relations be so conducted that the patron will immediately realize he is in good hands — and that his interests are our interests.

SAN JOAQUIN POWER

A. EMORY WISHON
GENERAL MANAGER

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Lemoore, Prosperous and Progressive

Pioneer City of Grain Days is Now Bustling Center of Rich Diversified Farming District

LEMOORE, second city in size in Kings County, was founded by Dr. LaVerne Lee Moore. In April, 1871, Dr. Moore laid out the townsite and placed lots on the market. Today the city has a population of 2,800 and is the center of one of the richest farming districts in the world.

Its principal industries are grain, dairying and fruit. Large warehouses handle much of the wheat and barley grown in the dry bed of old Tulare Lake. Two of the largest and best equipped creameries in California are located in the city, adding considerably to the monthly payroll of the community and distributing cream checks every fifteen days to the dairymen.

ROMANTIC EARLY HISTORY

The early history of Lemoore is linked with the romance of California pioneers. About fifty-five years ago, the settlement was known as Pinhook. A short time later it became La Tache, and then Lemoore. It had one general store, where supplies were brought by horses and wagons from Goshen by a long and tedious trail. In 1877, the Southern Pacific railroad was built. This was the period of the famous Mussel Slough tragedy. Until then the district was a huge grain field. Tulare Lake was a sparkling, refreshing body of water, the only outlet of Kings River. During extremely high water in the winter of 1905-06, a steam boat was brought down from Stockton on the San Joaquin River, over into the Kings River and into Tulare Lake, where it was used for shipping from one end of the lake to the other, and also used for excursion and picnic parties. The landing was about five miles southwest of Lemoore. Then the waters began to recede rapidly and before the steamer could get back to the river, it was stranded high and dry on land and never refloated. Its engine was used in a planing mill in Lemoore and the rest of the abandoned boat gradually disappeared, probably used for firewood and souvenirs. Tulare Lake today is one immense grain field.

CIVIC BODY IS PROGRESSIVE

The Lemoore Chamber of Commerce is progressive. It believes in making a study of its own resources; in standing before the mirror and taking stock of its growth. Farmers and business men are members of the organization. At a recent meeting, it was voted to make a survey of the five townships surrounding Lemoore for the purpose of ascertaining the kinds of crops growing now in the district, and what fruits and vines are in bearing, or are to come into bearing in the near future.

In line with the idea of more diversity in farming, this survey will determine for the farmers the need of forming a co-operative poultry association for marketing eggs and chickens. It is proposed to encourage the extension of poultry raising. For several months, the Chamber of Commerce has been active in obtaining lettuce acreage. The present plan is to have from fifty to a hundred acres prepared for planting in November and December for harvesting the crop in March and April. Broom corn has been successfully grown in this district for two years. It is expected the acreage will be increased next year.

CITY BUILDING ELECTRIFIED

Lemoore was incorporated in 1900. Today all the principal streets are paved, and the sidewalks are complete. A beautiful electrolier system lines the business and residential streets. A new city hall is in course of construction and will be finished shortly at a cost of $35,000, for which bonds were voted by the city. It is planned to occupy the building by January 1, 1925. Lemoore is a modern city in many features, but perhaps it is unique and a leader of the San Joaquin Valley in turning to the extensive use of electric power as a convenience to make life better for its citizens. The new city hall of two stories will be electrically equipped throughout, with several outlet plugs in every room. All heating will be done by electricity. This plan includes the city jail, which will be located in the city hall. All cooking will be done by electricity.

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Lemoore the City of Cream and Fruit

Fine $325,000 high school under construction at Lemoore.

American Legion Hall at Lemoore one of finest in the Valley.

Street scene in the business district of Lemoore. Rows of substantial building indicate the prosperity and productivity of this section.

Roosevelt School is of bungalow type with 13 class rooms on the ground floor.

A new City Hall is under construction at Lemoore at a of $35,000.

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The rooms are for city officials, chamber of commerce, jail, fire department, club rooms for volunteer fire department, dormitory and kitchen.

NEW UNION HIGH SCHOOL

A new union high school is nearing completion and will be ready for students by February 1, 1925. The district bond issue was $325,000, which includes property, buildings and equipment. The school is in three units, administration building, shops and gymnasium. A theater is included. Inclines are used instead of stairways. Electrical equipment is used in the machine shops, domestic science department and cafeteria, where all cooking is to be by electricity. Four motor busses serve the school. The site of twenty-four and a half acres will also be used for experimental gardens by agricultural classes, dairying classes and other branches of farm work. Vegetables are to be produced and sold to the housewives of Lemoore, the proceeds to be used to finance a summer trip for the agricultural classes.

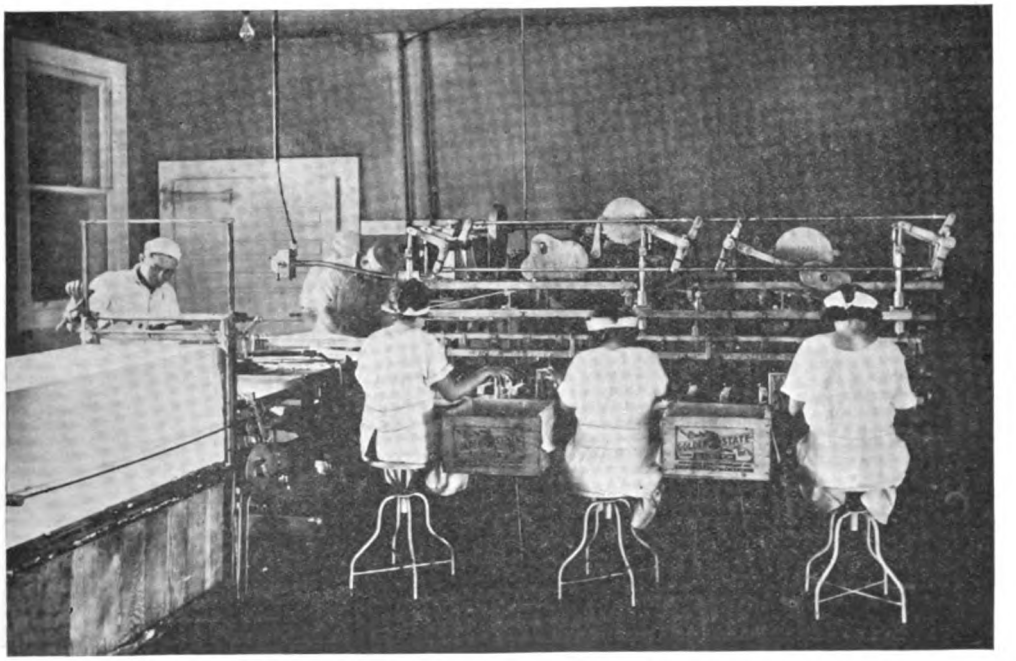
MANY FINE BUILDINGS

The city has seventy-five business houses, five modern churches, a splendid American Legion building which cost $35,000, a beautiful city park, an active woman's club, four public schools, two banks of artistic interior architecture, a live weekly newspaper, two large creameries, a dozen green fruit shipping plants, and a large receiving warehouse of the Sun-Maid Raisin Growers Association.

The Pacific Improvement Company donated a block to the Women's Club, which built a clubhouse on part of it and later deeded the park property to the city. The Alpha Club, which was organized in 1892, built a clubhouse in 1904 and has done much to encourage social gatherings.

With forty employees and a state-wide advertising campaign, the Golden State Milk Products Company, with its large creamery, has helped Lemoore grow. Its output is 4,800 pounds of butter per day. A butter-wrapping machine was installed in January, 1923. From 75,000 to 80,000 pounds of butter are shipped each month by truck and express to all points in the San Joaquin Valley. Any surplus is shipped three times a week to the Los Angeles markets.

During the season just closed, 505 cars of fresh grapes were shipped from the Lemoore station.



BUTTER IS WEIGHED AND WRAPPED BY A MACHINE IN THE LEMOORE CREAMERY.

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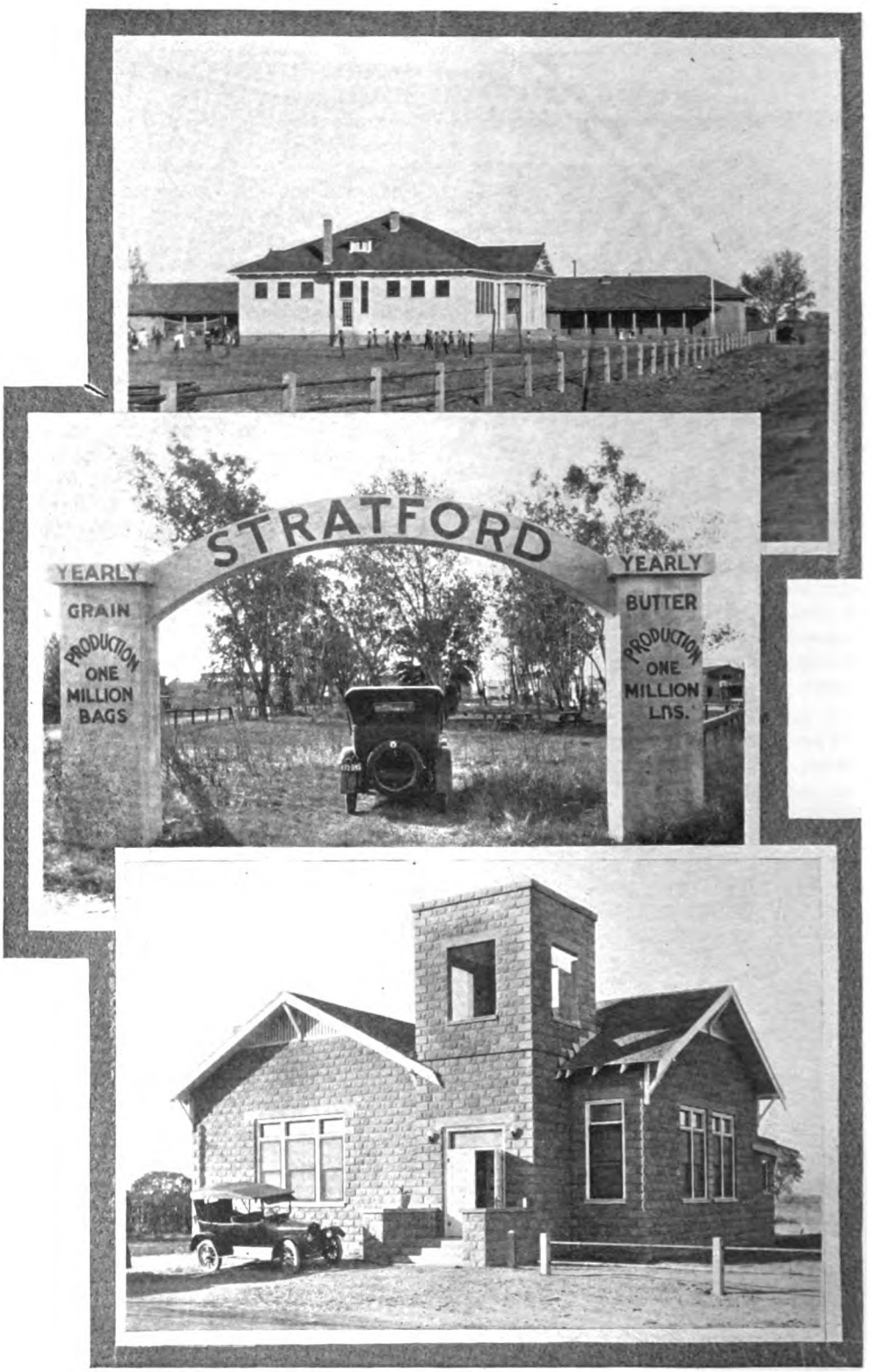

STRATFORD IS A NEW CITY IN THE TULARE LAKE COUNTRY.
Above.—A modern, well equipped grammar school having a large playground in connection is a feature at Stratford. Below.—First Presbyterian church at Stratford.

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Stratford, Gateway to Rich Empire

Vast Region of Some of the Richest Land in the West Will Build a City of Promise.

STRATFORD, largest unincorporated town in Kings County, is at the present time interested in three all-important things. They are:

Formation of the Tulare Lake Water Storage District, or the Pine Flat Project, either of which would mean diversified farming.

The proposed new State Highway running down the West Side from Dos Palos to Wasco or Lost Hills, thus relieving the traffic strain on the main highway and opening a new short cut from the Valley to the Coast.

This combination develops the third interest,—that is, to build a city of promise, one of the largest in the Kings County and one of the best in the Valley.

Stratford thinks and acts like an incorporated city of more population than it really has. Its Chamber of Commerce is on the job every minute, and the merchants are wideawake and progressive. The main street is wide and picturesque. The municipal park is in the center of the town and open to the public the year round.

At first, Stratford was called Stratton, named after William Stratton, superintendent of the Empire ranch and one of the pioneers of the district. However, the government changed the name to Stratford, because of another town in California called Stratton.

Looking westward from Stratford, the visitor beholds a vast region of some of the richest land in the West. In the background are the Coast Range Mountains, towering above the level plain. Livestock raising on these wild and fertile soil deposits gave Stratford its start. The Empire ranch was formed. In 1906, the Southern Pacific built a branch line there and constructed a depot. The townsite was opened in 1907. Grain farming in the old Tulare Lake country brought prosperity. Hundreds of thousands of sacks of wheat and barley are trucked annually to its three large storage warehouses for shipment. Besides livestock and grain raising, Stratford is a fine alfalfa and dairy district. In recent years some fruit and particularly olives have been planted. Thousands of head of sheep are shipped annually and the wool clip is heavy.

Churches, schools and lodges, and a high standard of home life are things that interest the 800 inhabitants. Stratford is the present terminus of one of the county paved highways, and the growing town stands at the gateway of the great West Side, where millions are to be invested in development work in the years to come.

TULARE LAKE GRAIN FIELD READY FOR HARVEST.

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Power Promotes District Growth

San Joaquin Lines, Opening Way for Development, Built to Corcoran in Town's Infancy.

THE San Joaquin Light and Power Corporation purchased the plant of the Lemoore Electric Company in 1910, and immediately built a 30,000-volt line into Corcoran. With power thus available in a newly developed agricultural community, many new consumers were added. So rapidly did the business increase that in 1912 the company opened a district office in Corcoran, with Ralph Bearden as the first district manager. Jack Carter, former district manager at Taft, succeeded Bearden a short time later.

In 1915 power lines were extended into the Tulare Lake country to furnish electricity for the operation of pumping plants. These first pump installations were for irrigation purposes, and not for drainage, as generally supposed. The street lighting system in Corcoran was installed in 1918. This included electroliers on the main business streets. There are five substations through which power for the operation of motors and lights are supplied in the Corcoran district. Two of these are at Corcoran, the others at Lemoore, Henrietta and Alpaugh.

The Whitley Investment Company began to put Corcoran on the map in 1910. Electricity was there before the town began to grow. In 1906 the first power was served, but the biggest development did not start until four years later when the San Joaquin Light and Power Corporation completed its program of extension which included the construction of a trunk line along the west side of the valley and provided lines to Corcoran, Laton, and Lemoore.

CORCORAN LINE CREW IN THE FIELD.

They are (left to right), Fred Taylor, Ray Witter, W. H. Fields, Ed. Gallion, J. R. Mills, and J. T. Castleberry.

Fred C. Carroll is the present district manager at Corcoran. He was formerly assistant manager of the Merced district. Carroll went to Corcoran in 1923. Larry Jones is in charge of the Lemoore office. Today there are more than 2,000 consumers of power in the Corcoran district, using a connected load of about 12,000 horsepower.

A GROUP OF CORCORAN DISTRICT EMPLOYEES SNAPPED BEFORE CORCORAN OFFICE.

They are (left to right). Wm. Dillinger, L. L. Turnbull, L. D. Taylor, Zeno Bishop, J. G. Page, J. C. Asher, Walter Farrell, Henry Jobe, H. Weiss, Eleanor Hemmingsen, Geo. Krag, and Wm. Hannaly.

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"The Little Kingdom of the Kings"

A Small County That Has Grown Large as a Producer of Prosperity for the Farmer.

KINGS County, in which the Corcoran district of the San Joaquin Light and Power Corporation is located, is one of the smallest counties in the San Joaquin Valley, and one of the youngest, but it ranks among the highest as a producer of prosperity for the farmer. Diversified farming is the answer. Hanford, Lemoore, Corcoran and Stratford are the largest towns of the county. With the exception of Hanford, all are located in the Corcoran district, served by San Joaquin Power.

Until 1893, Tulare County ran westward to the Coast Range Mountains, taking in all of the present Kings County. In that year, an area of 1257 square miles was carved off by the State Legislature. In 1909, the new county was enlarged by the addition of 118 square miles of territory from Fresno County.

The present Kings County represents a property valuation of approximately $25,000,000. It has a population of about 35,000, of whom 20,000 are farmers, 15,000 living in the cities. These figures indicate the extent of farm growth in Kings County in a little more than thirty years, for Kings County at the time of its creation was sparsely settled and given over largely to grain growing.

Hanford, county seat, was incorporated in 1891, which was two years before the new county was formed, hence it was once a city of Tulare County. It was named after James Hanford, a cashier of the Southern Pacific Railroad in the pioneer days of agricultural development. The city is situated as nearly midway between San Francisco and Los Angeles as can be estimated, the distance being from 240 to 250 miles either way, according to the route taken.

Kings County is essentially an agricultural area. The cities, towns and communities thrive on fruit, dairying, live stock raising, grain and cotton growing, and general farming.

Two railroads and several paved highways serve the transportation needs of the county. The Sierra-to-the-Sea Highway crosses "The Little Kingdom of Kings," as the Chamber of Commerce calls it, from East to West, the route connecting with the State Highway at Goshen, and extending to Hanford, Armona and Lemoore, thence across the plains to Coalinga, Fresno County. This direct route is paved. In recent months, every community in Kings County has joined hands with the remainder of the West Side of the San Joaquin Valley in boosting a new State Highway from Dos Palos, southward to Stratford or Corcoran, and probably across the dry bed of old Tulare Lake, tying in with the paved highway from Wasco to Lost Hills, thus shortening by several miles a direct route to Paso Robles, San Luis Obispo and Pismo Beach, and also relieving the traffic problems on the present State Highway down the center of the Great Valley.

A FAMILIAR SCENE IN KINGS COUNTY.

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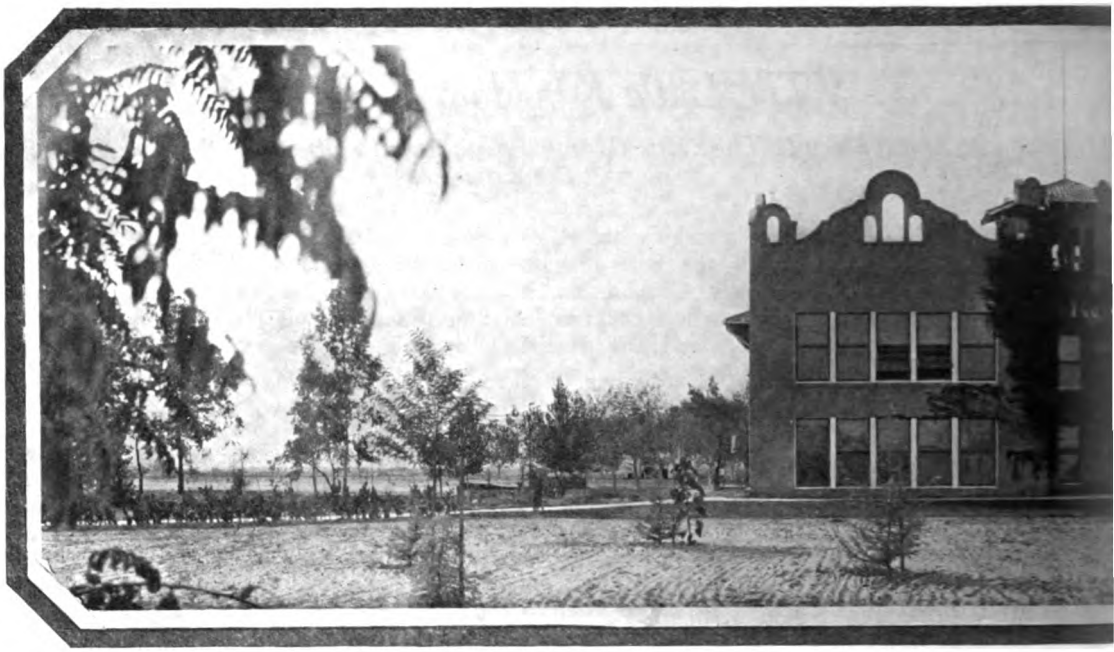

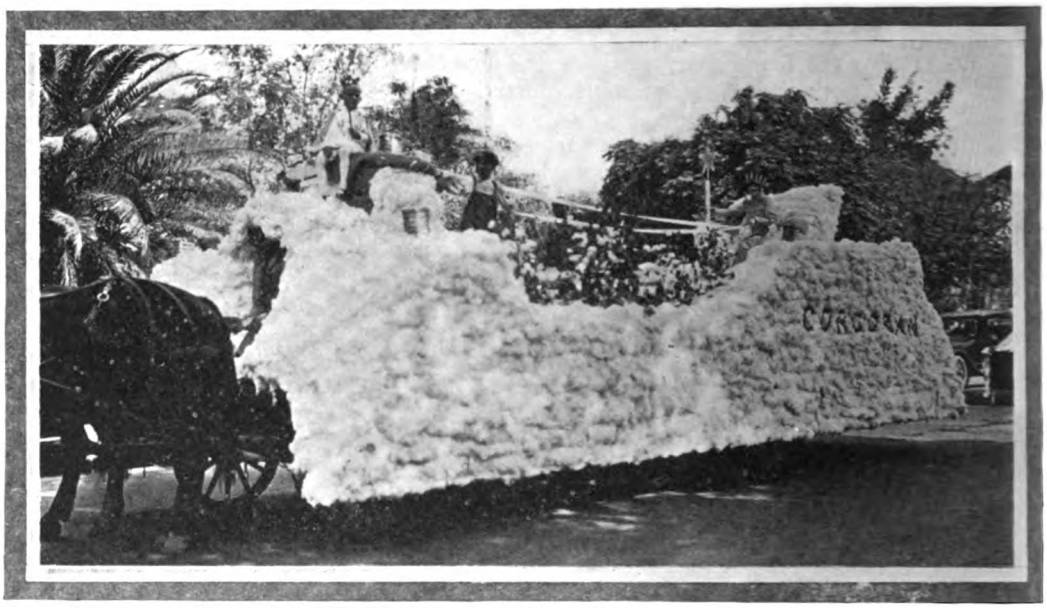

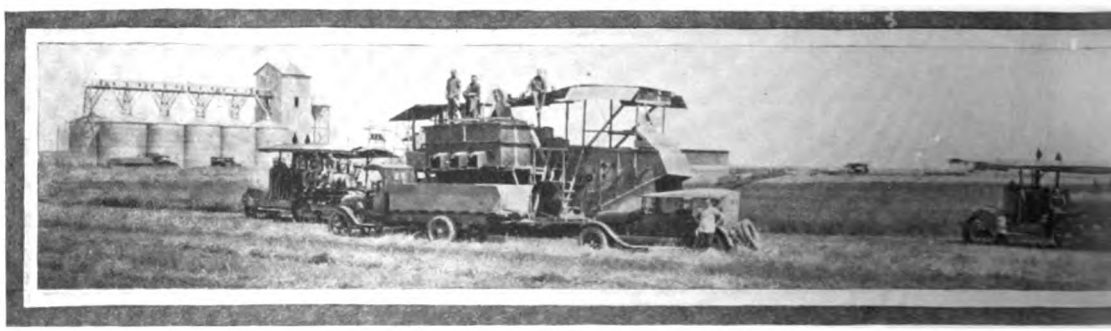

WHEAT HARVESTING SCENE ON HA

Three giant combine harvesters each cutting a 24-foot swath. This outfit, covering 200 acres per day harvested 8,000 acres of wheat in 1923 that yielded an average of 25 sacks, or about 60 bushels per acre. Each machine is drawn by a 75-horsepower caterpillar tractor. The grain is automatically loaded into trucks and

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Corcoran

City Built on Many Crops

Grain, Cotton, Dairying nd Pork provide a constant nd unfailing source of in- ome. A vast empire of rich ake bottom land surround- ng Corcoran has a wide liversity of products.

THE ILLUSTRATIONS

Strip at top shows Corcoran Union High School.

Center view at left shows beautiful cotton float entered in Raisin Day Parade at Fresno, October 2.

To the right is a street scene in Corcoran, while just below is a view of the City Hall and and the American Legion Hall.

ESTER RANCH IN TULARE LAKE BED.

hauled to the Harvester ranch elevator, seen at the extreme left of the picture. The elevator is equipped with seven electric motors and is capable of handling 1,500 bushels per hour. The capacity of the elevator is 80,000 bushels. Grain farming, as practiced in Tulare Lake country, has reached a point of highest efficiency.

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San Joaquin Power MONTHLY MAGAZINE

NOTICE TO STOCKHOLDERS—It is the desire of San Joaquin Power that stockholders should receive this magazine without charge. It is assumed that one copy of the magazine will be sufficient for each family. If more than one copy is coming to you or your family, will you kindly notify us so that we may cancel from our lists extra copies not needed.

All address communications, San Joaquin Power Magazine, Fresno, Calif.

AL C. JOY - - - *Editor and Manager*
SYDNEY W. GREEN - *Associate Editor*

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CORCORAN

This edition is given to our Corcoran district, which presents in some respects the most interesting story of any district on our system. Corcoran district includes Lemoore and Stratford, and a rich territory of vineyard, orchard, and diversified fruit production. In this respect it is no different from several of our other districts. But Corcoran does differ in that it leads all other districts in field crops. In the rich Tulare Lake district are vast wheat fields which until this year of drought have produced prolifically and profitably. Cereals of all kinds have grown well. Alfalfa yields abundantly, and dairying is a leading industry.

It is in cotton production, however, that Corcoran has set its 1924 mark of activity. Cotton is said to have more than compensated the district for the failure of its grain crop. Government experts say that the San Joaquin Valley should be one of the great cotton-producing centers of the world, and that of all sections of the Valley none is so ideally adapted to cotton growing as Corcoran.

This is a prosperous, growing district, with the farmers practicing diversity of production and being pretty well satisfied with life in consequence.

San Joaquin Power has played a big part in Corcoran district development. The coming of the power lines was the inspiration for district growth. Ever since then San Joaquin Power has worked diligently to promote that growth, co-operating in every way possible with the community. It has had, too, the co-operation of the community. Corcoran is a territory with a splendid future. San Joaquin Power is proud to be a part of Corcoran today and to figure in that future.

NO. 16 DEFEATED

The people of California have once again defeated the so-called Water and Power Act. Their disapproval was voiced in emphatic terms, for the majority against the measure was nearly 400,000, as against 354,000 in 1922.

Senator Breed in his official argument against the Water and Power Act said: "There is no public need for the State to embark in the power business." To this statement the voters have subscribed, and they have also expressed their confidence in and their satisfaction with the privately-owned companies now serving the state's power needs.

The vote is also testimony of California's sound political sense. Our people recognize that private initiative has developed the state. The privately-owned and publicly-regulated utility demands efficiency and gives courteous and economical service, and is not affected by the whims of changing political administrations. The Water and Power Act proposed a business experiment with politicians playing the role of business men. It proposed also that this experiment should involve the most highly technical business in the world. To risk $500,000,000 in such an experiment is not as alluring to the people as it is to the politicians.

This Act should never come up again. To quote Senator Breed once more, "Repeated submission of such measures is a public nuisance, and tends to bring the initiative into disrepute."

RAIN

The song-birds of lunch-clubdom who have been irritating us with "It Ain't Gonna Rain No More" have switched to a new tune. Rain has come, snow is piling up in the mountains, and the rivers and reservoirs are beginning to fill up.

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For the first time in many, many months our steam plants are getting a rest. The restriction against taking on new business has been lifted and we are speeding ahead with all sorts of progressive activities. The San Joaquin survived the year of drought without any curtailment, for which managerial foresight in installing steam plants for emergency service must be given due credit. Prophets tells us this winter will be wet. If it is, we shall have full reservoirs next year, and a growth commensurate with growth in all other directions in our territory.

MORE SMILES

Just about a year ago the little "Smiles" button made its appearance. It went swiftly through the entire industry, and it had the effect not only of making us all smile a little more, but of impressing us all with the value of courtesy. The Courteous Service Club is becoming active again. More "Smiles" buttons are to be issued, and there will soon be another issue of the little leaflet, "Smiles," which gave us all a little entertainment and a real courtesy lesson last spring.

If the "Smiles" campaign did not make us a little more friendly to each other in our daily work, if it did not make us like our jobs a little better, if it did not impress upon us that the chief value of being courteous is in the satisfactory reaction upon ourselves, then it was wasted effort.

But it did do these very things; and that is just why the Courteous Service Club is going to exert more effort in the same direction. Let us all join in with more enthusiasm than ever we had before, and fill our own little world with smiles.

LIGHTS AND EFFICIENCY

Manufacturers strive for quantity production. For quantity production means lower prices to the trade and the consumer, greater consumption, bigger turnover. So they spend vast sums for machinery, they put a premium upon efficiency, and they bring about a speeding up of industry. Yet not all of them have recognized that one of the greatest factors in efficiency is good light. W. L. Stockwell, illuminating engineer, says that tests and surveys show a loss to United States industries through poor light of 20 cents per day per man. This makes a grand total per year of two and one-half billion dollars. That huge sum, it is pointed out, would build a half dozen Panama Canals.

Tests conducted by the Postoffice department in one of its offices demonstrated that by simply increasing the intensity of the electric light from 3.6 foot-candles to 8 foot-candles a gain of labor output could be obtained of $3 for every dollar expended in improving the lighting installation.

The Detroit Piston Ring Company of Detroit found, after sixteen months of careful testing, that raising their light intensity from one-half foot-candles to 14 foot-candles increased their production 25 per cent at an additional payroll cost of only 2 per cent.

Better light means greater efficiency, larger returns for employers and more comfort and more money for employees.

ELECTRIC SERVICE.

Even the uninitiated in the mysteries of electricity know that lurking in or on or about the wiring to which they unconcernedly attach lamps, plug in the suction cleaner, connect up the iron or washing machine, or any of the numerous present day electrical household essentials, is a supply of energy ready at all times to render service. Few, however, realize the magnitude of the energy awaiting utilization day or night. It is equivalent to about 1½ horsepower in the ordinary residence installation. This means a store of energy sufficient to lift a ton, 1485 feet in an hour, to elevate the temperature of 4.6 gallons of water 100 degrees in the same time, or to boil away over 1.6 quarts.

The uninitiated would scarcely care to lift a ton even a foot in an hour and certainly would hesitate to take liberties with the amount of heat required for either of the two simple heating operations. Yet we will unconcernedly use and not infrequently abuse this supply of electrical energy.

It is indeed one of the wonders of the age that 40 per cent of residences in this country have harnessed within them 1½ horsepower to aid with light, heat and power in the performance of household tasks, and with a degree of safety quite unparalleled in the history of inventive progress.

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Around the Loop

Bits of News and Gossip From District Managers' Reports and District Reporters' Notes.

MADERA

GRACE PHILLIPS, *Reporter.*

Several additions have been made to our list of employees this month. Among them are Chas. Lyon, Paul Hollister, Don Rawson, and George Dwyer, who were with us last year; and H. M. Haynes, John Krohn and G. E. Thomas, who are new employees.

W. F. Crosson, who was a summer bachelor, and who is reported to have lost ten pounds during his wife's absence, is celebrating. Mrs. Crosson has just returned from a three-month's vacation in Los Angeles.

Mr. and Mrs. William Jones have returned from their honeymoon spent in Los Angeles and other points in Southern California. Mrs. Jones was formerly Miss Mary DeChaine.

Al Mulkey lost his best watch in a small lake recently while hunting ducks. He dived to the bottom but could not hear it tick—poked around with his shotgun, sticks, and other implements at hand but all to no avail. And so the day passed while ducks flew by unharmed. Optimistic about his loss, Al has marked the spot hoping to find his watch when the lake dries up.

From all the "don't" and "ouchs" and "not-too-close" we hear these days, quite a crop of vaccinations seem to have taken.

Those from Madera who attended the Stock Sales Banquet in Bakersfield on October 18 were J. E. Barrett, G. V. Footman, F. J. Hosler, and D. R. De Chaine. They report a very interesting meeting.

The organization of a City Basketball League is now under consideration to be composed of four teams, one of which will probably be entered by the San Joaquin Power Club. If the present plans are carried out we should have some interesting sporting news for the next issue of the magazine.

MERCED

MABEL SUMNER, *Reporter.*

Luella Hayes, "Official Reporter," left on October 9 for Brawley, where she will stay with friends for a couple of months while recuperating from a slight operation. Her position as stenographer is being filled by Mabel Sumner until her return.

Lorna Koehler left her position in the accounting department October 23 to join her husband, who is with the Associated Oil Co. in Santa Barbara, having been transferred from the branch in Merced. Clara Freitas, a local girl, has taken her place, and is efficiently carrying on the work.

District Manager R. Casad, Charles Slagle, W. L. Blake and V. E. Foran attended the Stock Sales Banquet at Bakersfield October 18. A very enthusiastic meeting was held in the celebration of Bakersfield's success in the Stock Sales Campaign.

During the meeting, W. L. Blake was presented with a four-star service pin for 20 years of faithful service in the Power Company. Bill is on the job, here, there, and everywhere, just when he's wanted just where he's wanted. Hurrah for Bill!

Alvin Ivers has been transferred from the construction department to the Midland Counties Public Service Corporation at Paso Robles.

Agnes Knapp returned September 29 after a two weeks' sojourn in Los Angeles, where she enjoyed a delightful series of trips to the surrounding country. This included a two days' trip down through San Diego and Tijuana. At San Diego, Miss Knapp experienced her first aeroplane ride, and declares the adventure to be quite thrilling.

Second Lieutenant Carroll Gaiser failed to show up at National Guard duty a couple of weeks ago because of the flu. This attack necessitated his absence from work for several days.

Frank Garbarino of the Livingston department was also laid up with the flu, being absent from work for eight days.

Due to the shortage of water in the rivers, the Mt. King, Kittridge, and Merced Falls Power Houses have been running intermittently. With the recent good rains they are running full blast again ready for lots of new business.

A grand and glorious event has taken place for Miss Sylvia Azvedo of the Livingston office — she has laid away her maiden name with all the sweetest memories of youth, and has launched upon a new career, with a new name and new ambitions. Yes, Sylvia is married! The proud and happy groom is Lawrence Edmonston, employed by the Peppers Fruit Company at Atwater.

Mrs. Edmonston plans to stay with the Power Company till December when she will go to Texas with her husband who is contemplating taking a position with a large oil company.

Vacations during the last two months,—as the reporter got the news, were as follows:

Mabel Keyes: "Oh, I went to Oakland. Yes, I had a fine time." Mabel always has a fine time, and always digs in that much harder when she resumes her work.

Walter Sumner: "Very Busy!" Which might mean most anything, however.

Morgan Herron; "Just a little trip to Los Angeles. What's that? Why, I— that is, well, I can't just remember."

Melville Wood: Reporter couldn't get any definite response, except that he was at Holly-

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wood and Los Angeles; but he has since had a "Long Ago and Far Away" look in his eye.

Ernest Anderegg spent his vacation working on his brand new house on 21st Street; and Carroll Gaiser went to San Francisco with his family for his vacation.

BAKERSFIELD

ALBERTA LOVE LEACH, *Reporter.*

AMONG OURSELVES

During the past month several changes have been made in our personnel. Wayne Bradley has been transferred from the accounting department to head ledger clerk in the consumers' department. Thelma Smith now fills the vacancy created by the resignation of Theresa Kelley. R. C. Groom, formerly of the Southern Pacific Company, has replaced Miss Smith on the consumers' ledgers. Wallace Jones has been transferred from the consumers' department to the accounting department, replacing Mr. Bradley. Alease Dumble is filling the place of utility clerk. The vacancy left by Wm. W. Anderson has been filled by T. G. Conner.

Two new employees in the retail store are T. L. Smith and Lloyd Morris.

Lou Johnston, superintendent of the meter department in the southern district, has been seriously ill and confined to the hospital for the past few weeks, having undergone a serious operation on October 20. He is now recovering very nicely and at present is able to sit up but will be unable to return to his home for some time.

SOCIAL ACTIVITIES

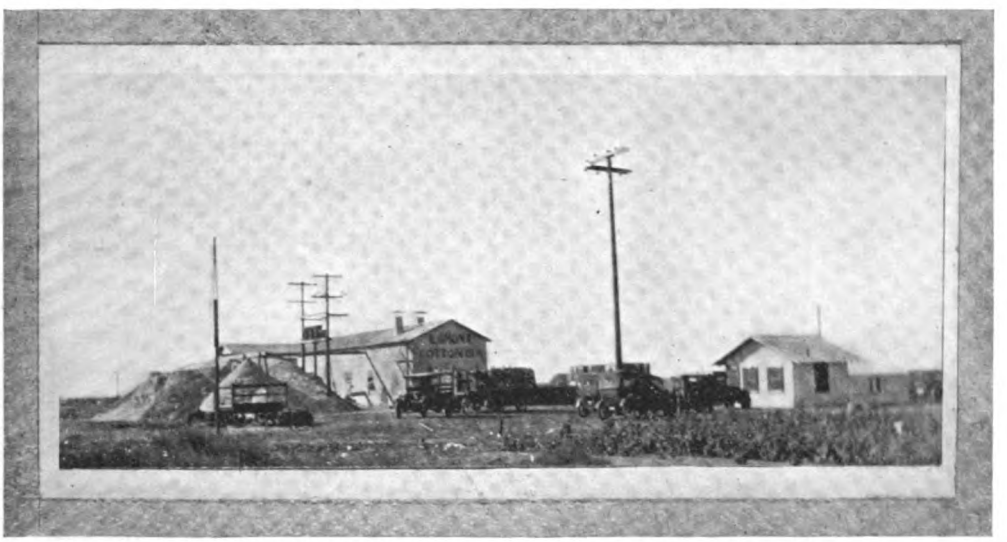
The last regular meeting of the K. V. A. Club was held October 13 in the paint shop at the B. & K. car barn, which meeting place was donated to the cause by V. N. Mickelberry. During the regular routine of business, it was voted to use the paint shop as a regular meeting place. The business meeting adjourned early when A. K. Carson showed his ability by serving coffee, and sandwiches made of home baked ham. Dancing, which was enjoyed by all, completed a successful session of the club.

The girls of the office gave a surprise party on October 25 at the home of Chloris Bender, in honor of Theresa Kelley. It was not until the girls presented Miss Kelley with a little token of remembrance that she even dreamed the party was in her honor. Hallowe'en color schemes predominated and Miss Bender proved a charming hostess. Pumpkin pie and coffee completed the charming affair.

On Thursday evening, October 30, the K. V. A. Club celebrated Hallowe'en with a masquerade party and dance in the Beardsley Hall. The party itself was a complete success and the 150 present enjoyed themselves to the utmost. After refreshments were served, all went away contented and happy.

At last our club has an orchestra. We have been handicapped in the past by a lack of music at our entertainments, but now we have a twelve-piece orchestra and it is still increasing. Five are professors of music while the drummer used to work in a boiler factory. The Club has purchased a new piano making everything complete. If you crave music, dancing and a good time, come to one of our entertainments!

Jeannette Marvin and Mildred Benfield are about the last of the vacationists in the consumers' department. They report an unusually wonderful two weeks spent together in Los Angeles and vicinity.



LAMONT COTTON GIN, FOURTEEN MILES SOUTHWEST OF BAKERSFIELD.
This modern four-stand gin is in the heart of the Weed Patch on the Bakersfield-Arvin branch of the Southern Pacific Railway. It has a capacity of 75 bales per 24-hour day, and during the cotton-picking season the gin operates night and day.

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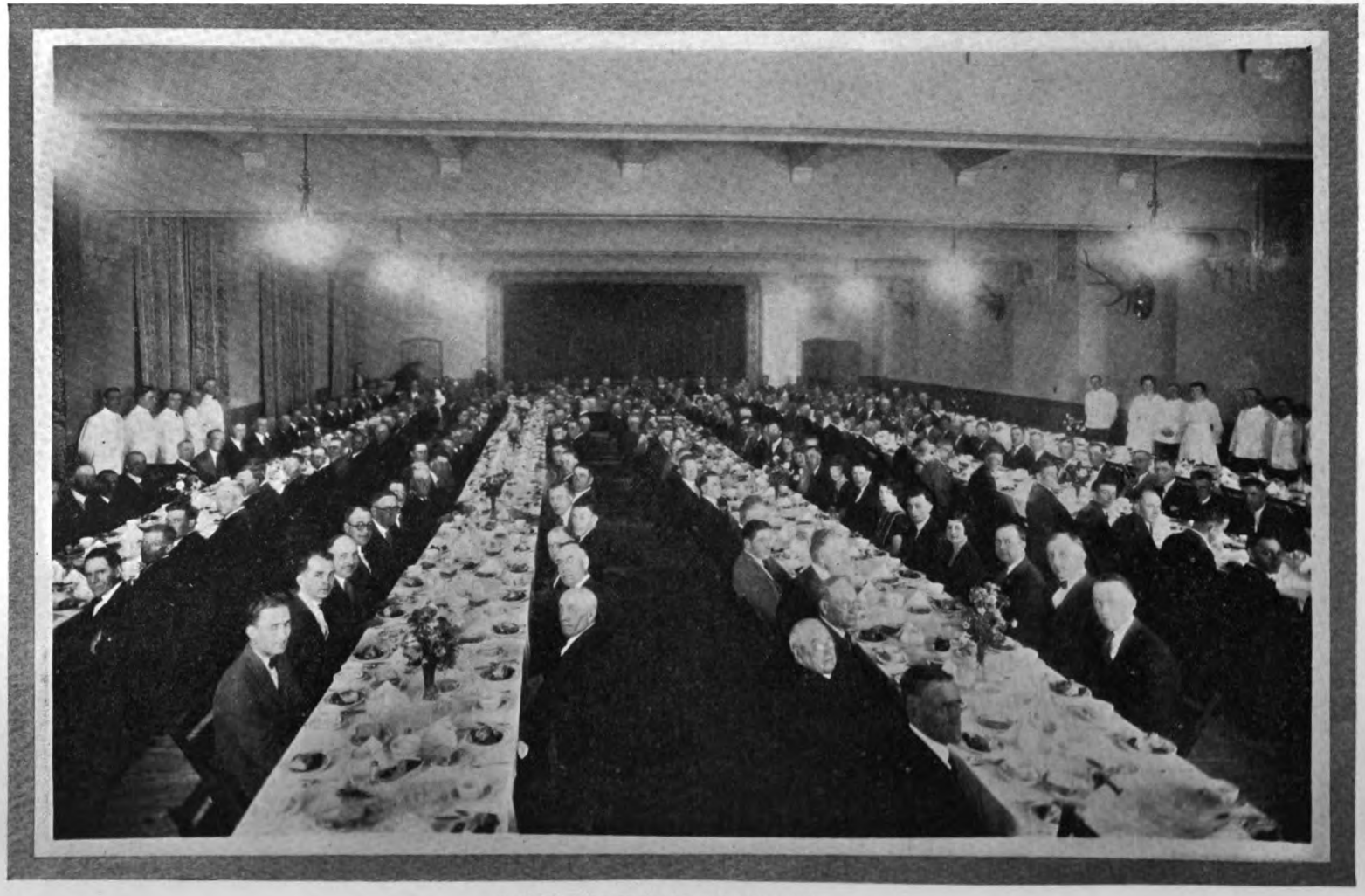

BAKERSFIELD VICTORS ARE HONORED.

The Bakersfield Baseball Team in the recent Prior Preferred League Stock Sales contest was acclaimed champion at a banquet October 18 held in the Elks Hall at Bakersfield which was attended by 600 employees from [illegible]

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Nena Hoagland, Madeline App and Georgia Stroble were on the sick list but are now reported convalescing.

V. R. Frazee, S. B. Patterson and C. F. Gilcrest from the Fresno district office were in Bakersfield during the month of October.

Clarence Montieth recently made a trip to Los Angeles and some of his friends predict wedding bells in the near future! This rumor has not been confirmed.

Walter Keller is again able to be about after a long sick spell.

A. Y. Meudell is wearing a beautiful smile! Why? Because Father Ricard has predicted a rainy winter when the steam plants may have a much needed rest.

Quail season has opened. Hunting is good but shooting is poor, Bill Tyler reports.

Most of the San Joaquin boys are again getting on good terms with their wives since the banquet. The majority of them can enter their homes without throwing their hats in first.

MIDWAY STEAM PLANT

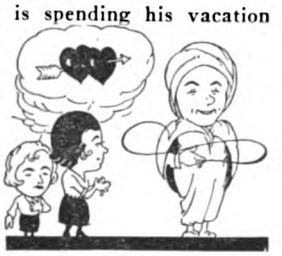
On October 10, our club house was opened with our regular Friday evening dance. A large crowd was present and all reported a good time. The good eats put on b ythe ladies and the wonderful music furnished by the K. V. A. jazz orchestra made a hit with those present.

Mr. and Mrs. Norman Brown recently returned from a vacation spent in San Francisco.

R. O. Yates had the misfortune to fall and break his leg near the hip socket. He is in the Mercy Hospital and is doing nicely.

Ralph H. Graham is acting chief operator during Mr. Yates' absence.

John E. Coughlan is spending his vacation in Los Angeles.



Liston Powell: "I wonder how many girls will be unhappy when I marry?"

Lee Sumner: "How many girls do you expect to marry?"

BAKERSFIELD STEAM PLANT

Those on vacations this month were W. S. Crum and John Lounsbury.

H. F. Shirley has returned to his old position of assistant efficiency man. Welcome back, old timer.

W. S. Laster from the steel shop was a recent victim of the flu for a few days. Chas. Fritz also was ill.

Everyone from the Steam Plant reported a wonderful time at the Stock Sales Banquet.

M. L. Crum plans a week in San Francisco when it rains! Not that he likes rain but when it rains they don't need steam plants.

John Daillok, who returned from his vacation this month, reports that rain is not needed in Tiajuana. There is ample dampness for all purposes.

WITH THE B. & K.

All of our car and bus operators have mastered the various duties in connection with the new fare schedule,—but occasionally find that they need an extra pair of hands on the job. In any event, they are making the best possible use of the pair they possess.

The B. & K. was well represented at the Stock Sales Banquet, fourteen of the twenty-six employees being present. The remainder, with the exception of two, were working.

A. M. Crawford, car operator, is the proud father of a baby girl, born during the past month. This is a welcome addition to the ever-growing B. & K. family.

C. L. Comer, extra man, resigned October 24. It is understood that he is returning to Kansas.

The B. & K. paint shop has demonstrated its popularity as an assembly hall. After the regular meeting on October 13 of the K. V. A. Club, which was held here, some of the popular numbers on the program were the "See-ment" Fox Trot and the "Kon Krete" Two Step.

W. F. Pullen, car operator, has taken on an added air of dignity since the recent advent of a grand-daughter.

KERN CANYON

B. H. CASEBOLT, *Reporter.*

Roy Leavitt of Arizona and B. H. Casebolt, former oiler at Kerckhoff, are the new operators at Kern Canyon.

William Gebauer resigned to accept a position in San Francisco.

Kern Canyon was off the line Sunday, November 2, for the first time in several months, due to Edison K. R. 1 shutting down.

BAKERSFIELD CHAMPIONS ARE HONORED AT BANQUET

The Bakersfield office carried off the stock sales honors in the Prior Preferred League. Out of thirteen games played they lost but two, finishing with a percentage of .846.

With the honor of champions of the 1924 Prior Preferred League, Bakersfield won a pennant, a handsome cup and a banquet which was given at the Elks' Club, Bakersfield, on the evening of October 18. More than 300, including representatives from all districts, were in attendance to honor the victorious team.

A summary of the thirteen weeks of the Prior Preferred Contest shows that Bakersfield sold 122 per cent of its alloted quota, and brought into the list of San Joaquin Power partners 469 new stockholders. This achievement was accomplished by 111 employees in the district. No small credit for the fine work of Bakersfield is due to the constant effort of W. F. Tyler, captain of the Bakersfield team, who did not stand on the side lines and say "Go in and win," but took the lead himself and called "Come on, we must win." Tyler

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won the highest individual honors, selling 630 shares, and bringing into the fold 72 new stockholders.

Outstanding in the records of the Bakersfield team was the score of Ella Binger, who tied with Leonard Chew of Coalinga for first place in the "home run" column, with 16. This score represents 67 new stockholders and 128 shares sold in the thirteen weeks of the series. The consumers' department under the leadership of John Ware won the distinction of selling the largest number of shares sold by any one department in the entire system. Forty-four per cent of all permanent employees in the district sold stock during the contest.

The net results of the stock sales contest was the sale of almost $400,000 in stock and the addition of 1,186 new stockholders to San Joaquin Power, bringing the total up to 12,400. Each district did its best to make the contest a success. Notable work was also done by Coalinga and San Joaquin districts, each selling more than the quota allotted at the start of the contest.

In commenting on the contest, Stock Sales Manager Frank A. Easton said: "Every team is to be congratulated on the wonderful showing. It was a real accomplishment put over in the face of many obstacles, and one of which every employee of San Joaquin Power may be justly proud."

"There are a lot of skeptics who said our employees could not sell stock," said General Manager A. Emory Wishon. "But the employees did not know anybody thought that, and you know the result. Several thousand more persons in the San Joaquin Valley and in the Midland Counties territory are partners in San Joaquin Power. It is worth while, too, to remember that we are working every day to earn dividends for those new partners who have invested in prior Preferred Stock on our assurance of its value."

SAN JOAQUIN SPIRIT

The banquet at Bakersfield was ample demonstration of the San Joaquin Power Spirit, —the spirit to do things. Al C. Joy as toastmaster kept things moving every minute. Following a delicious turkey dinner, talks were made by Frank A. Easton, A. Emory Wishon, A. G. Wishon, D. L. Wishon, W. F. Tyler, and R. F. B. Chisholm, captain of the Fresno General Office team. The talks were inspiring and met with hearty applause. The entertainment features consisted of an orchestra from Bakersfield dispensing jazzy numbers, a quartette brought down by the Fresno contingent, and a skit by Liston Powell and Harold Hurt of the Bakersfield office which had real professional finish to it. Then there was Al Joy's community singing where everybody sang regardless of the consequences.

One of the most impressive incidents of the evening was the awarding of service pins to 15- and 20-year employees by A. G. Wishon. In terms of real affection he greeted the men who had worked with him for so many years in building San Joaquin Power from a mere shoestring of copper wire to its present substantial proportions. Following this ceremony a picture of Mr. Wishon was thrown upon the screen while the quartette sang to the music of "That Old Gang of Mine," the following song composed by Al C. Joy:

Tonight while the lights all about are aglow
And ringed round the table are friends that I know,
My mem'ry turns back o'er the swift-changing years,
And the joy that I feel nearly moves me to tears.
For friendship is written in each old-time face,
There's Charley and Lou, and there's Jack and there's Ace,
And Ed, Mick and Raleigh, and D. L. and Art,
And every good fellow that's long done his part,
And I think of the days with that old gang of mine
When we started building the Mount Whitney line,
There was worry and trouble and hardship, but men,
What wouldn't I give to live those days again!

And then came the switch to our own San Joaquin,
To all that a job that was bigger might mean;
With something to strive for, and something to win,
And the gang stuck together, through thick and through thin,
There was never a day that we faltered at work,
There was never a one in the bunch that would shirk,
But that old gang of mine that would hail me as "Boss"
Was a gang you can bet that would put things across.

We've toiled side by side through the years till today!
Our step may be slower, our hair may be gray,
But our hearts are all young with the joy of success,
And the spirit that moved us has never grown less.
Here tonight are the friends that I love, the old and the young down the line,
Of that regular, honest-to-goodness old bunch that I call
That old gang of mine.

CHORUS

Gee, but I'm mighty glad to be with this old gang of mine,
I'll ne'er forget the day we met on the first transmission line,
You're the most loyal fellows I've ever seen,
You've brought success to the old San Joaquin,
God bless you!
Gee, but I'm mighty glad to be with this old gang of mine,

SAN JOAQUIN

VELMA PRICE, *Reporter.*

D. Scott, J. B. Turner and E. G. Stahl report a wonderful time at the Bakersfield banquet.

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On the morning after they played golf at the Stockdale Country Club.

E. A. Quinn and E. R. Banks were out October 27 to discuss the construction department budget for 1925.

E. G. Stahl attended a committee meeting of the P. C. E. A. in Los Angeles, October 17 and 18.

You can't beat it! San Joaquin district has had no accidents during three consecutive months. "Hooray for our side!"

E. G. Stahl spent several days in October at Davis Farm doing P. C. E. A. work.

Marshall Johnson, storekeeper, returned from his vacation spent in San Francisco.

Al Joy and F. V. Boller were out October 21 and gave us a talk on the Water and Power Act.

The San Joaquin golf team defeated the Biola golf team with a score of 9-6. The local team is composed of E. G. Stahl, DeWitt Scott, J. B. Turner, A. A. Anderson and Fred Holland.

The San Joaquin District First Aid Team, representing the San Joaquin Light & Power Corporation, left for Riverside Saturday, October 4, to compete in the State First Aid meet. After a hard fight the team tied for Artificial Respiration and playing off the tie our opponent won by four points. We landed seventh place in the finals. A banquet was served to all teams, and each member of our team was presented with an attractive bill folder, donated by the Society of Safety Engineers.

Plans are being made to have the team at the 1925 Contest with new zeal and determination to bring home the cup.

SELMA

CASE & HENDERSON, *Reporters.*

Pressing forward to obtain a grandstand seat at a recent fire, Howard Young arrived in time to become a victim of a bursting fire hose. Young nobly withstood the shock and to date no further complications have developed.

Memories of other days were revived on October 7 when the Power Club held a regular meeting. Messrs. Frost, Newlin and Boller from the Fresno office were present.

It might be well to mention that in the last issue of this Magazine, showing a cotton field picture, the gentleman on the reader's extreme right was Mr. Young. This explanation is necessary because the caption was not clear on this point.

The girls of the Selma office were delightfully entertained at the home of Lola Anderson on the evening of November 7. While embroidering proved a fascinating pastime during the evening, candy making was the special attraction,—second only to the eating of it. Coffee and cake also were served. The guests are hoping that Lola will ask them to come again.

Howard H. Young, W. H. Case and W. L. Henderson in company with H. G. Redfern and Jack Hammond of Dinuba attended the stock sales banquet in Bakersfield on October 18.

FRESNO DISTRICT

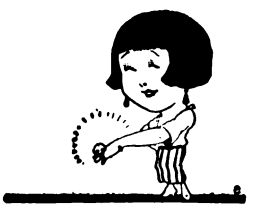
GARRETT VAN BUREN, *Reporter.*

One vacation was almost overlooked! That of Mrs. Ellen Foht of the consumers' department, which wound up the vacation season last month. She is now back at work.

From vacations to vaccinations is merely the shifting around of a few letters,—the meaning is the same. No sooner do we remove "ations" from our news dispensing vocabularly when along comes Mr. and Mrs. Pox with all the Small Poxes, with the demand that we salvage the junked term from the pi-box and put it back into use. We have great need now for a vaccination to prevent vaccinations. E. C. Van Buren was filled so full of vaccine that there can't possibly be any room for pox regardless of size or kind. He was confined to his bed for several days, while the germs germinated. Others from Fresno District who have enjoyed very poor health as a result of the needlework of Dr. Mordoff's staff are Ann Meginity, cashier, Rosalie Schmidt of the mailing department, and Florence Ray of the stencil room.

Cora Gorman is back on the job navigating with the aid of crutches. She is carrying her officially broken leg in a marble monument. Fortunately her injury did not affect her ever-present smile. Any one who could carry a broken leg wrapped up like an overdone pilaster, and gambol around on crutches and still smile is endowed with a Pollyanna complex.

Gladys Moffatt is carrying a Charlie Horse around as the result of a skid in a tennis game. In an exciting moment of play on the Roeding Park Courts, she put all speed ahead, stripped a gear, and landed in a turbulent condition on her right elbow, removing great quantities of epidermis therefrom. The injured member was swathed in bandages for some time. The injury is not expected to be permanent, except for an abrasion, which, in size and general contour, will greatly resemble a misplaced vaccination.



Miss Helen Macon left the company October 31 to marry one John Baumbauer, who has something or other to do with San Francisco Bay. They will make their home near San Francisco so Mr. Whachamacallem can keep his eye on the job. Miss Macon recently was given a surprise party by the ladies of the consumers' department. She was presented with a beautiful bridge lamp, (we thought they used electroliers on bridges) some cake and chocolate, and a lot of good advice, a great deal of which will probably not be taken.

Lloyd Edison Martin has accepted a position on our meter reading staff. This place was made vacant by the resignation of Mitchell Clark.

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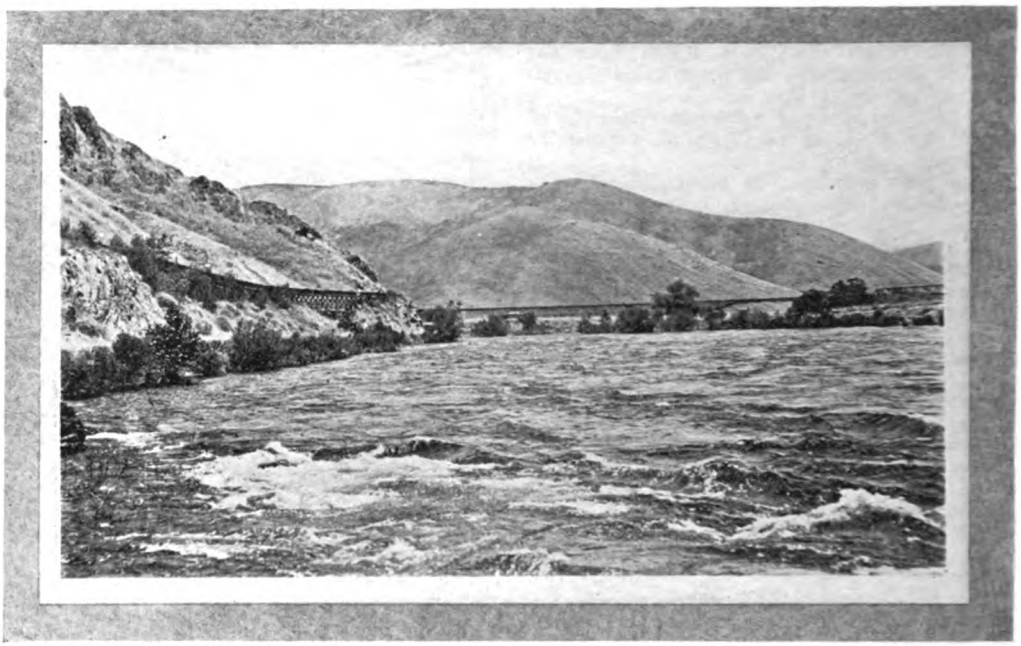

KINGS RIVER SETS RECORD.

The Kings River set a new record during the heavy rains on November 9 when, from 8 p. m. with the gauge at 4.2 feet, and 250 second feet going down the river, in forty-five minutes the gauge registered 9.3 feet with 5,500 second feet in the channel.

Charles L. Kaupke, Kings River watermaster, said that this was the fastest rise in the river in his seven years of experience with it.

Mrs. Stannard, who was formerly Miss Lorena Love of the Bakersfield office, was one of our visitors last week. Lillian Broeker of the personnel division showed Mrs. Stannard around, including to us. Atta-boy, Lillian. We like to get acquainted with all the folks. Bring 'em in frequently.

Norene Samuelson and Florence Yon were both kept from work for a few days with a slight illness.

Ruth Pascoe left us on November 6 to devote her entire efforts to housekeeping. She has been a member of the consumers' department, both as Miss Ruth Long and as Mrs. Pascoe, for some time. Her loss will be keenly felt from her official job, and by the large circle of friends she has made.

Last month Mrs. Ruby Marley left. This month she came back. She left to go to Long Beach, but something happened to her plans. Verily, it is the bunk to write all the nice things we wrote about her last month because she was leaving, and now have to come along and say it isn't so.

CONSTRUCTION—SERVICE DEPARTMENT

IDA BEVERLEY OSBORNE, *Reporter.*

Since Mrs. J. C. Heaslett has come home, Jimmie has been eating all kinds of homemade goodies,—cakes, pies, and everything.

The W. P. Martins have a new baby girl, who arrived October 5,—and they've named her Janice. We haven't met Miss Janice yet but we hear quite a good deal of her from her proud daddy, Pat Martin. She's a mighty good baby, and sleeps most all the time. The other day we learned that she had her mother's hair and daddy's nose.

Mr. and Mrs. Phil S. Briggs spent the last week of their vacations enjoying the amusements afforded by the cities of the Bay District. They both report a most interesting trip.

Mrs. Chester Marshall had a bad cold bordering on pneumonia about ten days ago, but thanks to Chet's careful nursing, she dispelled all symptoms of it except a cold that lingers on.

CRANE VALLEY

GEO. J. GLEASON, *Reporter.*

The hunting fever that has been raging for several weeks has broken out here in several severe cases. Miss Jane Visher and Mrs. Friendly Pettys developed the duck variety and as duck hunters have won the championship among Crane Valley Dianas. C. B. Jackson and Wm. Beem spent one day in Chilkoot Lake country playing tag with deer. Both members of the party were seized with an acute attack of buck fever when they almost walked over a big buck. Neither could shoot so the buck got away. Mike Wenz was wise and was vaccinated against buck fever with the result that he brought back a fine three pointer. Oscar Stout, who was with Mike, enjoyed some venison steak, but it was part of the deer shot by Mike.

Mrs. J. H. Hunter of Prescott, Arizona, who

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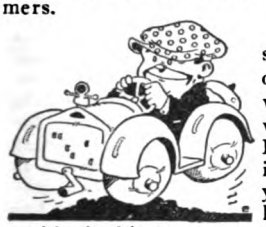
was enroute to Oakland, stopped over for two days as the guest of Mrs. R. C. Gleason.

R. T. Stancoff is a car-a-month man. He trades cars every month. His latest is a Chalmers.



Bill Gleason is sporting the latest in open cars. He has a wide open and somewhat naked Ford. Bill does not believe in excess weight, and you will agree with him, especially after a ride in his car.

Fred Scott and his gang of electricians are with us again. The gang consists of Charley Lang and "May" Mayfield. Judging from the noise that comes from the boarding house about supper time, they are gang enough, and we notice that a certain Romeo is very careful how and where he parks his car since their arrival.

The Crane Valley District Power Club held its first meeting of the season October 21, Mrs. Friendly Petteys, our new president, presiding. Two new members were accepted and a surprise was planned on the Kerckhoff Club which was held on Hallowe'en. Six cars loaded with merry makers and good eats drove over to Kerckhoff on the appointed night to show the folks over there a good time. After going from house to house, ringing bells and making enough noise to raise the dead, everyone met at the Kerckhoff Club House where dancing and lunch were enjoyed by all.

Dr. C. E. Mordoff was in the district the 28th and vaccinated all of the employees and their families.

J. E. Lane, operator at No. 1 Power House, has been transferred to Kerckhoff while Clyde Hart of Kerckhoff takes Mr. Lane's place at No. 1.

Mrs. Ernest Arancibia has been confined to her bed for the past two weeks suffering a nervous breakdown.

Mr. and Mrs. Lew Talbot and son, Lew, Jr., are spending their semi-annual vacation at Monterey.

LOS BANOS

Thos. Hancock, District Manager, spent a week of his vacation in Los Angeles last month attending the Grand Lodge of Masons.

Our indoor baseball team played a fast and furious game Monday night, October 22, with the fire department team. At the end of the 9th inning the score was 5 to 2 in our favor.

L. E. Flinn is wearing a sad face these days,—all because he is batching for awhile.

A. Jerome, our agent at Gustine, has returned from a business trip to Minnesota.

Al C. Joy and F. V. Boller made us a pleasant visit this month.

A. N. Bentley and wife enjoyed a few days' visit around the bay cities. While there they had the pleasure of seeing the giant Shenandoah.

O. M. Patten and E. J. Prien attended the Stock Sales Banquet at Bakersfield. Reports brought back make us feel that we would all like to earn a ticket to the banquet next year.

SANTA MARIA

R. CAMPBELL, *Reporter.*

Al C. Joy and F. V. Boller were Santa Maria visitors during the month. Mr. Joy gave an interesting talk on Amendment No. 16, explaining the many dangerous features of the measure.

A. D. Church, A. E. Ford, V. F. Alexander and W. B. Greeley attended the Stock Sales Banquet in Bakersfield and all report a good time, and an inspiring meeting.

"Bill" Greeley has returned from his vacation in a new Oakland roadster. Very classy, too. H. A. Meagher of the stores department and I. Bushman of the Betteravia Steam Plant also have new Studebakers. We are now looking forward to invitations to ride.

Julia Hannam has accepted a position in our office as cashier and clerk.

Edna Tudor of D. D. Smalley's department, who was confined to her home on account of illness for a few days, is back on the job.

The Midland Counties force has organized an indoor baseball team for play at the High School Gym on Wednesday evenings. In two games with the Merchant's Team they won the first one, but information about the second one is being withheld from publication. The score was 2 to 1, but who won?

D. D. Smalley has installed a new electric range in his home.

SAN LUIS OBISPO AND PASO ROBLES

L. M. RIGHETTI, *Reporter.*

On Friday evening, October 3, the "gang" again took possession of Camp Fremont. A barbecue was served at six o'clock to seventy-five people. The evening was spent around a large bonfire. Music and games kept us all amused until a late hour. A vote of thanks and appreciation was given to Mr. Bray, who cooked the meat for us.

Josephine Gibson, consumers' clerk in the San Luis Obispo office, spent a two weeks' vacation dividing her time between San Francisco and Pasadena.

Anna Janssen, typist, spent her vacation in Los Angeles.

Paul Thomas has been spending some time in the San Luis Obispo district checking completed work reports and surveying lines.

During the month Al C. Joy, accompanied by F. V. Boller, visited us. Mr. Joy gave a very interesting talk on the Water and Power Act.

W. D. Smith, agent at Arroyo Grande, passed through San Luis Obispo on his way to Fresno where he spent a vacation.

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C. B. Weiser reports a very enjoyable vacation spent in the northern part of the State.

Chas. J. Kelly and S. F. Platt attended the banquet at Bakersfield, and came back full of plans to bring that banquet over here next year. Watch our smoke!

Maymie Hanrahan, at one time "one of us," paid us a visit during the month. We are always glad to see her.

Word has come to us "through the air" that L. A. Wilson, recently with the company, has taken unto himself a bride. We wish them much happiness and success.

Have you heard about the Radio Bug? Well, W. R. Coats and Edna Bray of the office have been bitten by this terrible monster, with distressing results. "Well, what did you get on the air last night?" "Oh, Salt Lake City," etc., etc., far into the morning. If they don't watch out, they are liable to get a brick.

Talk about getting things—Coats and Miss Bray got word that the Shenandoah was visible from Pismo, so drove madly to the sea to get a view of the big airship. The only thing seen was blue smoke generated by W. R. Coats, when a back tire blew out.

A. F. Ivers of Merced is with the gang.

TAFT

N. V. WALKER, *Reporter.*

Now that the fever we have been carrying at 204 degrees for the last month has subsided, we will attempt to give the news of our district. This fever was first aroused by the marriage of A. L. Anderson to Miss Genevieve Pruett of this city on October 5. There was, of course, no rest for us then until we knew the newlyweds had returned from their honeymoon spent in and near San Francisco to make their home among the folds of our prosperous city. Congratulations Mr. and Mrs. Anderson!

We of the Midway District now have our own gun club. We have leased 280 acres near Buttonwillow and have a large portion of it covered with water and ducks. The boys can be found every Sunday morning blazing away at hapless ducks, killing some and missing more, but as several of the most famous hunters of the district belong to the club we feel certain that most of the missed shots are the fault of the ammunition and guns and not the hunters' eyes. We have had one good shoot so far and with stormy weather coming, we hope to have many more in the near future.

Bert Walford was in the district giving us the meter secrets of that department November 5 and 6.

Our distribution system in Ford City was completed the first of November and many residences are already being served from the new installation. It is estimated four hundred families will have meters installed there, of which nearly one hundred have been set. The new site already has the appearances of a city, with public utility services and good streets.

Mrs. Louise M. Cornish was welcomed to our family of employees October 13, taking the position of stenographer, that place being vacated by Kathryn Keen, who has moved to San Francisco.

O. A. Kommers made a business trip to Los Angeles during November.

With deep regret we announce the death of the infant daughter of Mr. and Mrs. G. D. Ingersoll. The little girl was born October 29 and died Tuesday evening, November 4. She was named Helene Ione. A wonderful fight was shown by the infant to clutch to the life she had known for such a short time. To Mr. and Mrs. Ingersoll the members of this organization extend heart-felt sympathy during their bereavement.

SELMA DISTRICT

HOWARD H. YOUNG, *District Manager.*

Generally speaking, conditions in the Selma District are improving steadily. Green fruit during the season brought a very good price to the grower, the price for Muscats alone averaging to the grower $20 to $32 per ton with other varieties in proportion. Practically eighty per cent of the raisin crop was delivered by October 31 and checks are being received daily by local growers for the 2-cent and 2½-cent advances. In addition to this amount a half-cent payment on the 1923 crop is also being received by growers. Contract waivers are being signed in large numbers at all of the banks in the district. It is to be hoped that no trouble will be experienced this winter in holding all growers in the Association.

The dry weather conditions that prevailed during the past season have proven conclusively the value of the electric pumping plant. Fully 90 per cent of the Thompson raisin crop in the Caruthers territory was "Extra Standard" as compared to a very low average for the entire district. This result can only be attributed to the fact that the Caruthers territory is all under pump irrigation, while the territory around Selma depended largely on ditch irrigation, which was inadequate during the year.

Restrictions having been lifted on all classes of service, we anticipate a very good business year. There are one hundred people who have applied for service on our priority list since July 2 when restrictions were first imposed on new business. It was found necessary to run another truck and crew to take care of additional business.

Many new electric cooking and heating loads are being connected, among them that of Gus Claassen, owner of the Selma Drug Company, who has wired the five office apartments on the second story of his building for electric heating with a total of 24 kilowatts. He has

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also installed electric heating at his residence on Gaither Street. Carl Hitzl applied for 6 kilowatts at his residence at Lac Jac, while J. J. Chinn of Fowler installed an electric range at his residence in Fowler during the month. Many applications are being received for electric pumping plants and it is planned to serve these applications as quickly as possible in order to avoid a rush in the spring when many applications will be received for service.

All things considered, conditions are improving in this district and a good season for 1925 is anticipated.

CORCORAN DISTRICT

F. C. CARROLL, *District Manager.*

During the month of October Corcoran district connected the following business: G. W. Holbaugh, increase of 5 horsepower; Arthur Anderson, increase of 10 horsepower; California Natural Gas and Development Company, increase of 10 horsepower; Chas. Robbins, increase of 25 horsepower; Harp Bros., increase of 10 horsepower; Mose Baihley, increase of 2 horsepower; Tulare Lake Land Company, increase of 10 horsepower; Tulare Lake Land Company, increase of 20 horsepower; Banca Popolare Fugazie, 40 horsepower; Tulare Lake Land Company, 40 horsepower; twelve resident lighting consumers and one commercial lighting consumer.

In addition to this, we have received applications for three 7½-horsepower motors and one 15-horsepower motor to be taken on soon. We are receiving a number of queries relative to pumping plants for spring irrigation and indications are that the coming season will be the best yet for this district for new business.

The Boswell Gins are in full operation turning out from 80 to 100 bales per day.

SAN JOAQUIN POWER OFFICE AT LEMOORE.
Larry Jones, local representative, and Viva Reid, clerk, of Lemoore office.

Activities are increasing in the Lemoore section of our district. The new high school, now nearing completion, will be one of the most modernly equipped schools in the Valley. We expect to serve them with approximately 60 kilowatts in cooking and heating in their domestic science department and in addition, motors for the main building and manual training departments.

Estimates have been approved and equipment is being ordered for a weather guaging station to be installed in the Corcoran substation of the San Joaquin Light and Power Corporation.

The equipment consists of Professor Six's patent maximum and minimum thermometer, a Leitz wet and dry bulb themometer and a government standard rain guage. Readings will be taken each morning and the information released from the local office of San Joaquin Light and Power Corporation.

The readings will also be filed and as time goes on, the records that have been built up will prove valuable in ascertaining weather conditions.

SAN JOAQUIN DISTRICT

E. G. STAHL, *District Manager.*

Cotton picking is well under way in the San Joaquin district at the present time. There is an abundance of labor, and with the fine weather we have had and a rising market, the cotton growers have had reason to be optimistic over the results from this year's crop. Some cotton has been sold for 24 cents per pound, but the great majority of it is being held at the gin, with the expectation of a better price.

Practically all the Mendota cotton has brought a premium on the market this year. The average crop for the entire district is three-fourths bales per acre, but some exceptional yields have been reported. On one place, 30 acres of cotton, which was pre-irrigated, produced more than two bales per acre. The total acreage planted this year was about 7,200, and it is estimated that at least 10,000 acres will be planted next year.

There has been an active hay market all summer at the James Ranch, and approximately 15,000 tons have been shipped out to date. The average price has been about $20 per ton on the car.

The San Joaquin Chamber of Commerce has started a movement for the construction of a West Side Highway, which has been taken up by all of the principal civic bodies on the west side, and has resulted in the formation of a West Side Highway Association. At the last meeting of this association, held recently in San Joaquin, a board of directors, consisting of two men from each of the valley counties, was chosen, and steps were taken to start active campaign work on this very important issue. Dr. W. W. Goodrich of San Joaquin has been the presiding officer at all meetings held, and was one of the two representatives chosen from Fresno County. It is very evident that the

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construction of this highway will be the greatest step forward for the development of the West Side.

FRESNO DISTRICT

PAUL B. WILSON, *District Manager.*

On account of the many cross currents it has been somewhat difficult to get a clear unbiased slant on general conditions. But the general trend of business indicates improving conditions.

The increased number of dwellings under construction in Fresno is generally accepted as an indication of continued industrial activity for the coming year.

The orange crop has started to move, and while oranges form a relatively small part of the products of Fresno District, we will undoubtedly come in for a share of the returns from this source. The crop is reported to be of high quality and the demand is expected to be good at prices above the average.

Railroads report a large number of round trip tickets from the East are being turned in at California redemption points, indicating an influx of the right kind of people this winter. People who can afford to travel across the continent for pleasure or business are not likely to become charges on the State. Fresno will get her share of these people.

Local bank clearings indicate a continued gain over last year, while the unemployment situation is improving, not only locally but throughout the State.

During ten months of this year 1417 new lighting consumers have been added to lines in the Fresno District. The heating and cooking load was increased 955 kilowatts to serve 83 consumers, while the industrial power load increased 1464 horsepower to supply 109 consumers. The agricultural power load which in the past has shown the largest increase each year has taken second place to the industrial power load with 1163 horsepower. There were 126 new agricultural power consumers served during the ten-month period. The water power shortage slowed up power sales activities from May to October or the increase would have been materially greater.

DINUBA DISTRICT

HAZEN G. REDFERN, *District Manager.*

The navel orange harvest is now on in this district. The quality of oranges this season is exceptionally good, but the quantity is somewhat less than last year. A good price is expected by growers, which will compensate for the reduced crop.

Growers of Emperor grapes are receiving a good price this season. The quality is fine and the yield fair. It was reported that a grower of Emperors in the Orange Cove section received a total of $5,000 from seven acres of vines. While this case is exceptional, it indicates that prices are good for this variety of grapes. Territory in the vicinity of Orange Cove is particularly adapted to the growing of Emperors. They attain a better color in this section than anywhere in California. The reason for this is attributed to the red soil which is characteristic of that section. Eastern grape buyers frequently specify Orange Cove Emperors in their orders.

The city of Reedley is constructing a modern sewage disposal system to meet the requirements of the increasing population.

The second annual Alta District Dog and Poultry Show held in Dinuba November 5, 6, 7, and 8, under the auspices of the Dinuba Chamber of Commerce, was the largest of its kind ever held in the San Joaquin valley. Over 700 birds and 175 dogs were entered. Several thousand dollars in cash, in addition to valuable merchandise, were given as prizes.

During the month of October we received applications for 70½ horsepower in motors and thirteen lighting installations. Thirty-two jobs and two estimates were completed, and twenty meters were set on new installations.

MADERA DISTRICT

J. E. BARRETT, *District Manager.*

October business conditions in the Madera District showed no marked activity, the cause of which was generally attributed to the approach of election. Then, too, the raisin growers were kept busy delivering their crops and the farmers picking their cotton, which gave them little time for shopping. Indications are that improvement may be expected as the year draws to a close.

There were twenty-one new light consumers added to our lines during October, bringing the total new lighting customers up to 147 for the ten months of the year. Two new agricultural power consumers were added during the month. H. Jacobsen installed a 15-horsepower motor to irrigate 120 acres of trees and vines on his place five miles southeast of Madera; and H. Papazian, located two and one-half miles south of Madera, installed a 7½-horsepower motor to irrigate twenty acres of apricots and Malagas. Both of these installations replaced gas engines. Papazian also installed electric lights in his seven-room home.

Four industrial power consumers were added to the lines during October, making a total of 31 industrial power consumers, requiring 272 horsepower, for ten months of this year.

FRESNO POWER CLUB HOLDS THANKSGIVING BALL

The Thanksgiving Ball given by the Fresno San Joaquin Power Club on November 20 was a great success. More than 325 club members and their friends were present. The affair was held in the power company auditorium, which was decorated to carry out the Thanksgiving spirit. Horns and caps were given as favors. Music and entertainment were furnished by the Hollywood Harmony Hounds. Pumpkin pie and coffee were served late in the evening.

This is the first party given by the new administration, and with this dance as a sample the power clubbers are looking forward to many good times in the coming year.

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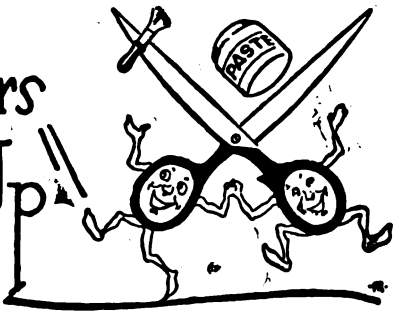
The Jolly Little Shears "How They Do Cut Up!"



Explained at Last

Friend—"What a horrible noise comes from that radio set!"

Radio Fan—"Well, I guess you would make just as bad a noise if you were coming out of ether."—*Everybody's.*

Stork Must Be a Scofflaw

Anyway, according to the birth column in the Los Angeles *Times,* he has just left Mr. and Mrs. Jacob Licker, of that city, a little Licker.—*Cincinnati Enquirer.*

A Word to the Wise

A Leeds relieving officer states that 90 per cent of runaway husbands have blue eyes. Single ladies seeking eligible swains are warned to bolt from the blue.—*London Humorist.*

As in Golf

"Does a fisherman ever tell the truth?"

"Yes, when he calls another fisherman a liar."—*Kansas City Star.*

Society Note.

"Every modern girl should have a chaperon," says a writer in a morning paper. We would go further and recommend three chaperons working eight-hour shifts.—*Punch (London).*

Cause and Effect

"Why is it that a red-headed woman always marries a very meek man?"

"She doesn't. He just gets that way."—*Dry Goods Economist.*

Ready for Anything

"Every time a man drinks bootleg liquor he become a lawbreaker."

"Of course," agreed Uncle Bill Bottletop. "But a man that drinks what they get around here must be kind o' desperate in the first place."—*Washington Star.*

Latest Automatic Churn

Farmers are said to be considering the delivery of milk by Fords. Butter ought to be cheap soon.—*The Passing Show (London).*

Getting Posted

The telephone girl in a New York hotel answered a queer call over the house exchange the other morning about 11 o'clock. When she "plugged in," a man's voice said: "Hello. Is this the So-and-So hotel?"

"Why, no," answered the girl, "this is the Such-and-Such hotel."

"Oh, all right," said the man. "Just woke up and didn't know where I was."—*Pittsburgh Sun.*

Well Turned Out

"Did your last employer give you a reference?"

"Yes, but it doesn't seem to be any good."

"What did he say?"

"He said I was one of the best men his firm had ever turned out."—*London Telegraph.*

Hard Luck

Husband—"You accuse me of reckless extravagance. When did I ever make a useless purchase?"

Wife—"Why, there's that fire extinguisher you bought a year ago. We've never used it once."—*Good Hardware.*

The Insult

"Why did you strike the telegraph operator?" the judge asked the darky.

"Well, you' honah," said the culprit, "it was jest like this: I hands him a telegram for mah girl, an' he starts in readin' it. So I jest nachurally ups an' hands him one."—*American Boy.*

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THE SUCCESS FAMILY

By DAD

The father of Success is Work.

The mother of Success is Ambition.

The oldest son is Commonsense.

Some of the other boys are Co-operation, Perserverance, Honesty, Thoughtfulness, Thoroughness, Foresight, Enthusiasm.

The oldest daughter is Character.

Some of the sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity.

The baby is Opportunity.

Get on familiar terms with the "old man" and you ought to be able to get along all right with the rest of the family.

U. S. DEPARTMENT ADVISES CATTLE TUBERCULOSIS TESTS

The area plan of wiping out cattle tuberculosis—that is, the testing of all the cattle in a county or other area at once—is proving very popular in many parts of the country. One reason is that a county freed of this disease is a center to which cattle buyers are attracted; another is that large numbers of cattle can be tested at a lower cost than when only a few herds or a single herd are tested. During the past year nearly 1,800,000 cattle were tested under this plan—more than 50 per cent of all those tested in the country—the United States Department of Agriculture says.

SAN JOAQUIN POWER MAGAZINE

TABLE OF CONTENTS

OCTOBER, 1924

	PAGE
The Romance of a Vanished Lake	1
Corcoran, Center of Crop Diversity	2
Lemoore, Prosperous and Progressive	9
Stratford, Gateway to a Rich Empire	13
Power Promotes District Growth	14
"The Little Kingdom of the Kings"	15
Corcoran Scenes	16-17
Editorial: Corcoran	18
No. 16 Defeated	18
Rain	19
More Smiles	19
Around the Loop	20
The Jolly Little Shears	31

A message to those who are helping make this business a success.

A Worth-While Effort

We must ever count as our most valuable asset the good-will of our customers. Our most earnest efforts should be directed toward deserving and maintaining this asset.

A. EMORY WISHON
GENERAL MANAGER

San Joaquin Light & Power Corp.

A Few Statistics as of December 31, 1923

1,942	employees in all departments—operating and construction.
21,014	bondholders and stockholders.
34,945	sq. miles in which company operates.
10	counties in Central California served—Mariposa, Merced, Madera, Fresno, Kings, Tulare, Kern, Monterey, San Luis Obispo, Santa Barbara—with a population of 400,000.
66,441	gas, water and electric consumers.
115,467	horsepower developed in 11 hydro-electric plants.
72,066	horsepower developed in 3 steam plants.
187,533	horsepower developed in 14 plants.
465,458,706	kilowatt hours total output of system in 12 months ending December 31, 1923.
631,817,100	cubic feet of natural and manufactured gas sold in 12 months ending December 31, 1923, in 3 cities.
5,023	mills of electric transmission and distribution lines.
166	miles of main used in distribution of gas
18	miles of main used in distribution of water.
2	cities supplied with power for electric railways.
16,315,100,000	gallons storage capacity for water used in generating electricity.
1,784,019,200	cubic feet of natural gas and 7,163 barrels of oil used in generating electricity during 12 months ending December 31, 1923.
67,180	horsepower of agricultural motors depending on San Joaquin Power, irrigating 402,780 acres of land.
49,790	horsepower of industrial motors supplied by San Joaquin Power.
18,184	horsepower of oil well motors operated by San Joaquin Power.
2,510	horsepower of municipal power served by San Joaquin Power.
242,675	horsepower total connected load.
$2,886,003.47	wages paid employees in 1923.
$657,502.91	taxes paid in 1923.

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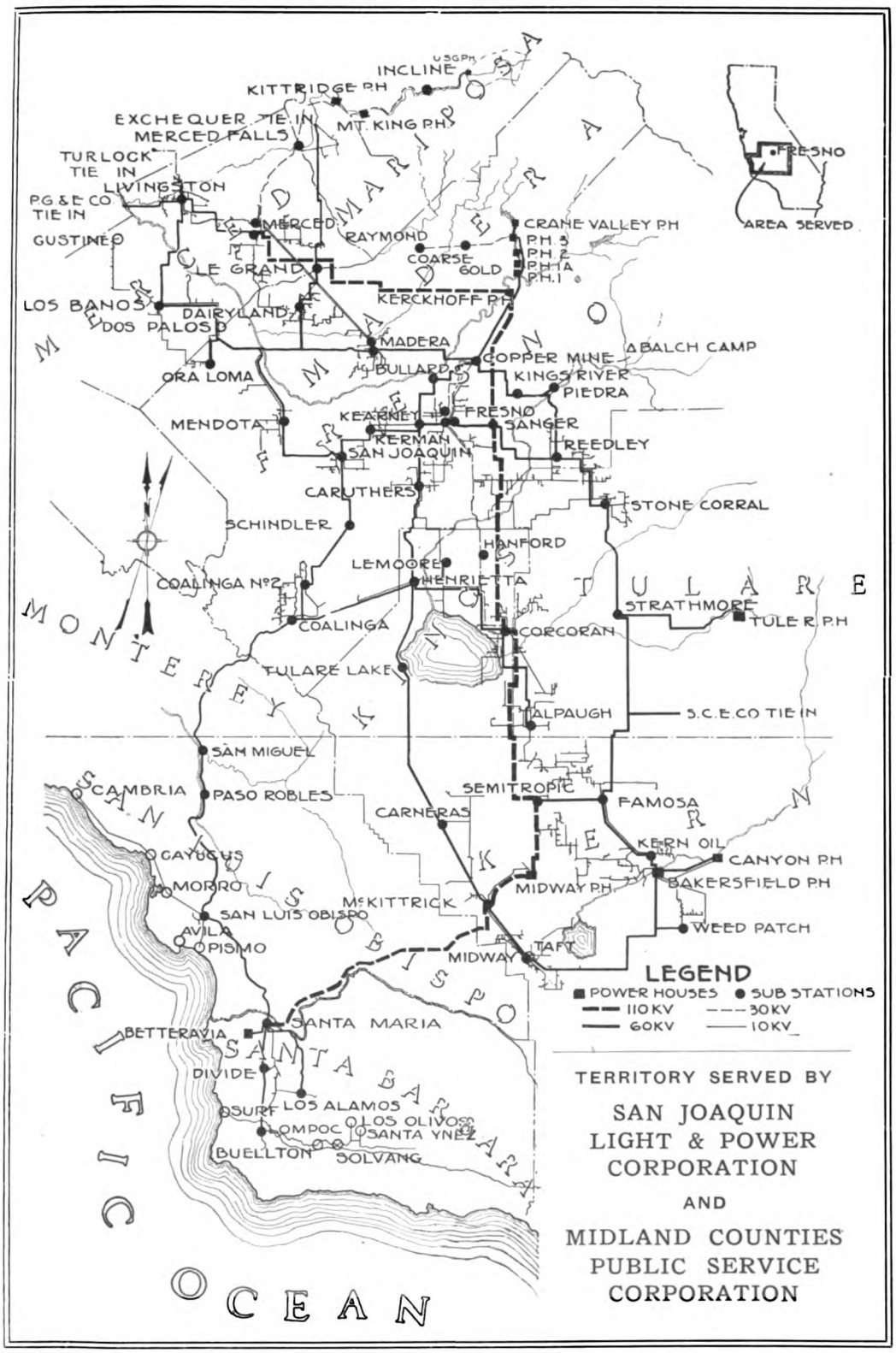

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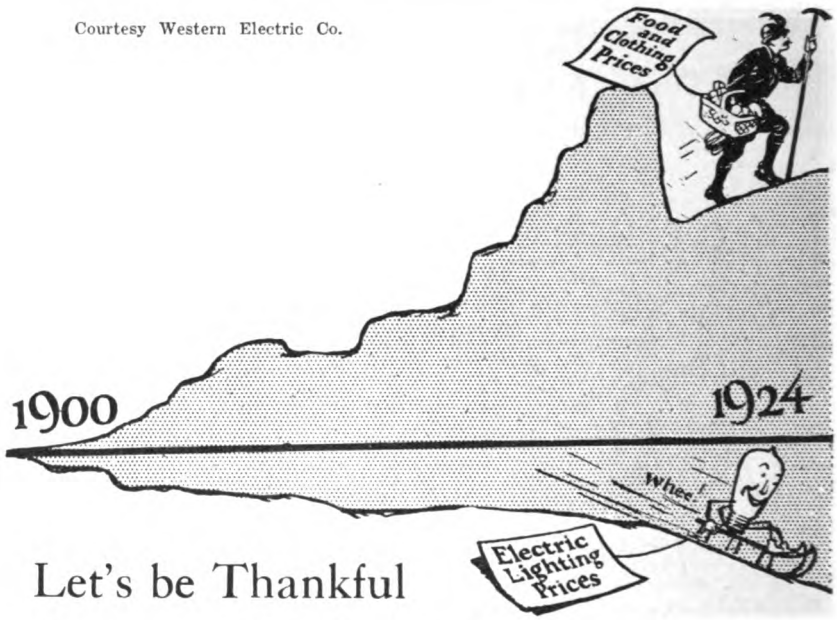
Courtesy Western Electric Co.



Let's be Thankful
that something's coming *down*

An Opportunity

to get a cheap and capable servant at lower wages than ever before

"Whatever goes up must come down," is an old saying. But you can't seem to get prices for food and clothing and most other commodities to believe it.

In all this defiance of the law of gravitation there is one broad ray of hope. The average price of electric light and power is less than before the war. And at the same time the electric lights and appliance you use have been made more and more efficient — that is, they consume less electricity for the service they give you.

Now is the time you should plan adequate electrical installations.

SAN JOAQUIN POWER

SAN JOAQUIN LIGHT AND POWER CORPORATION

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